

Southwest

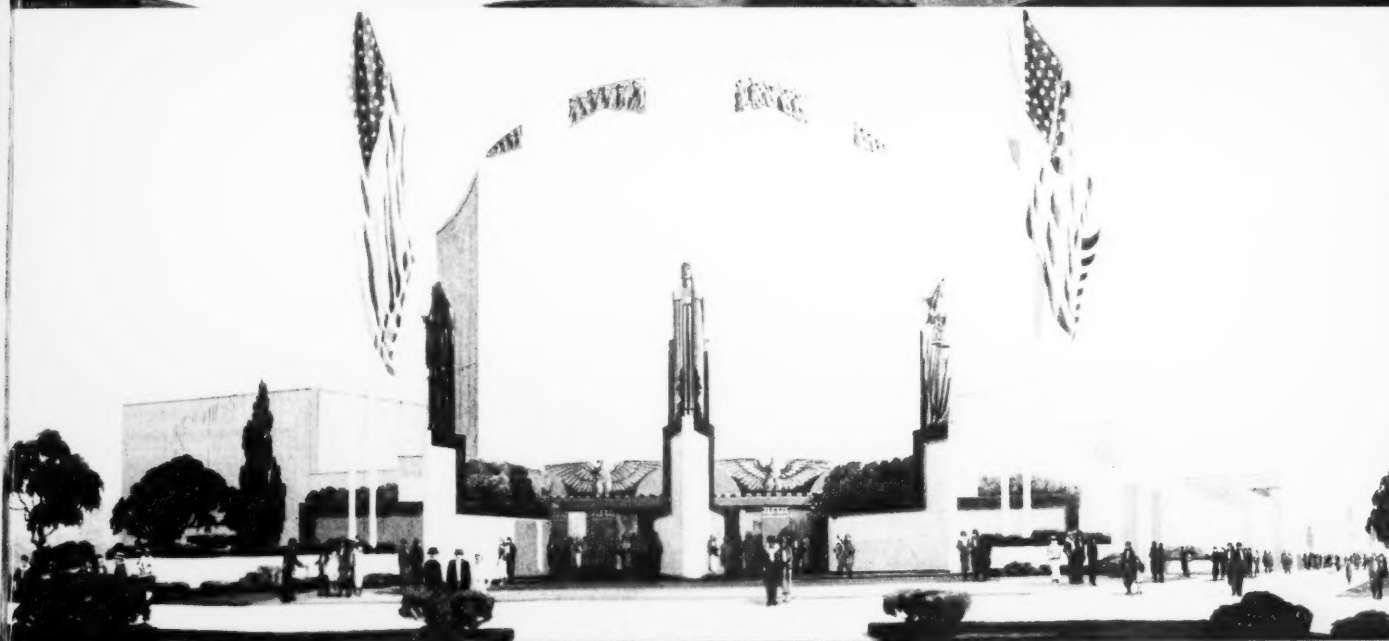
DECEMBER
1935

20
CENT

BUSINESS

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OFFICIAL TEXAS CENTENNIAL EXPOSITION MAGAZINE



TWO BUILDINGS TO BE ERRECTED AT THE TEXAS CENTENNIAL BY FEDERAL GOVERNMENT

Southwest Business Review . . . Texas Centennial Progress

Pecan Culture in Texas . . . Bartlesville . . . Dallas Business

"Officers of the Law!"



"Last year over 200 officers met death in line of duty."

Officers of the law, sworn to protect life and property, are on duty day and night. Municipal, state and federal governments stand back of them and give them the necessary authority.

Local agents of strong stock insurance companies, likewise, are pledged and prepared to give you the constant protection you need against fire, tornado, dishonest employees and every other hazard to which modern life exposes. Back of these local agents stand the so-called "old line" companies they represent.

These stock companies provide the insurance which is the very backlog of all business operations.

The local agent (who is truly your agent) is always available; when you need him he is just as close as your telephone.

The modern business man realizes that his insurance contracts may alone stand between his solvency and his bankruptcy should fire or casualty occur. The test of insurance is your ability to collect when you have a loss; you buy insurance for protection only—be sure you are protected.



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THE ABOVE ARE MEMBERS OF THE

Dallas Insurance Agents Association

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Southwest BUSINESS

Established 1922

PUBLISHED IN THE INTEREST OF THE BUSINESS,
INDUSTRIAL AND CIVIC LIFE OF THE SOUTHWEST

CONTENTS FOR DECEMBER

	Page
Editorials - - - - -	5
Southwest Business Review - - - - -	7
Centennial Developments - - - - -	9
Pecan Culture in Texas - - - - -	11
Dallas Business—New Concerns - - - - -	12
October Statistics - - - - -	13
Business Centers of the Southwest - - - - -	14
No Crude Oil Shortage - - - - -	15
New Conventions - - - - -	16

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TEXAS BEAUTIES
HELP PROMOTE
CENTENNIAL



MISS NINETTE MAXWELL
EXTENDS TO THE WORLD
A WELCOME TO THE
TEXAS CENTENNIAL

*One Picture Is Worth
10,000 Words*
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If you would make this a Christmas long to be remembered, give "Padgitt's Luggage of Identified Quality"—the gift you will be proud to give and the recipient will be proud to receive—a gift that will be used and remembered for many years to come. A fitted overnight case, tourist kit or wardrobelette for the ladies; a brief case, sport bag or gladstone for the men; a **Wheary** wardrobe trunk or traveling case for the boy or girl away at school—ideal gifts for him or her, at any price you care to pay.

Make this a Christmas long to be remembered. Give useful and enduring gifts. Give "Padgitt's Luggage of Identified Quality"—the gift of distinction.

The above photograph shows just a few of the many practical gifts to be found at Padgitt's including the new pullman-size **Wheary** Wardrolette for men; combination hat and shoe case for women; a woman's **Wheary** Wardrolette in new leather and tweed duck combination; the **Wheary** Aviator case which holds eight dresses; the **Wheary** Aviator for one or two suits; and in the foreground, the new **Whearylite** Wardrobe Case for men and women—a new superlite case of distinction and practicability.

Padgitt Bros. COMPANY

1020 Commerce at Martin

Fine Leather Goods Since 1869

EDITORIAL . . .

Recovery Continues

Sales Management, which keeps its finger on the business pulse of the Nation, finds abundant evidence of continued business recovery on every hand.

Current industrial expansion is apparent on all sides. Not only are most lines running well ahead of a year ago, but many, including gasoline, cigarettes, glass and electric power, are operating at new high, surpassing even the previous boom period.

With the automobile industry running three months ahead of the schedules established in preceding years, manufacturing activities are likely to run counter to the normal seasonal drop during the balance of the year.

On a recent week cotton forwardings reached the highest point recorded since the second week in January, 1929.

The upturn during the first nine months, by specific industries, from the depression low, in most cases recorded in 1932, is as follows: Cars and trucks, 154 per cent; steel, 133 per cent; electric power, a new all-time high record; electric equipment, seventy-five per cent; textiles, thirty per cent; retail trade, nineteen per cent; car loadings, ten per cent; construction contracts, sixty-one per cent; commodity prices, twenty-four per cent; foreign trade, forty-three per cent; bank debits, forty-five per cent; mining, twenty-six per cent.

Retailers throughout the Nation are expecting heavy holiday buying. The National Retail Dry Goods Association estimates that orders placed for Fall and Christmas merchandise will exceed by a billion dollars the amount invested for the same purpose in 1932 and about \$250,000,000 more than last year's orders.



New Business Census

Secretary of Commerce Daniel C. Roper advises that another Census of American Business will be taken early next January, simultaneously with the biennial Census of Manufacturers. Both will cover the calendar year of 1935.

This business man's census will provide a National picture of the number of establishments, volume of business, persons employed, wages paid, and other facts which can be compared with the previous censuses of 1929 and 1933. The scope of the business census will include retail trade, wholesale trade, service establishments of all types, places of amusement, hotels and other lodging places of a business type, banking and finance, insurance, highway and street motor vehicle transportation, commercial broadcasting, construction by contractors and operative builders, operation of commercial and office buildings, and real estate brokerage.

The Bureau of the Census has consulted a large number of business men and representatives of business organizations in the drafting and revision of its schedules, and every effort has been made to simplify the inquiries. It has endeavored to avoid any ques-

tions that will annoy or antagonize the business man and has limited the amount of detail so that no business concern will have to go to any additional expense in making up its report.

The Bureau of the Census should have the cooperation and assistance of every business institution, for this census will develop much information of value to all lines of business. It will show definitely how far the Nation has proceeded along the road to recovery. It will show which sections of the Nation are making progress, what cities are going forward as well as those that are standing still or going backward. It will produce much information of value to marketing executives, pointing out fields of greatest opportunity and trends in buying.

In order that Dallas and the Southwest may make the best possible showing in this census, every business firm is urged to fill out and return promptly the questionnaire which it will shortly receive from the Census Bureau.



Selling Centennial Space

B. F. McLain, Chairman of the Council of Texas Retailers' Associations, has made a suggestion with reference to the sale of exhibit space at the Texas Centennial that has received the hearty approval of Centennial executives. His suggestion is embodied in the following communication:

"As chairman of the Trade Relations Committee of the National Retail Furniture Association, I am to preside at a luncheon in Chicago to be attended by representative dealers and leading furniture manufacturers from all parts of the United States. I am going to take advantage of the opportunity to endeavor to interest one of these manufacturers in furnishing a model home at the Centennial.

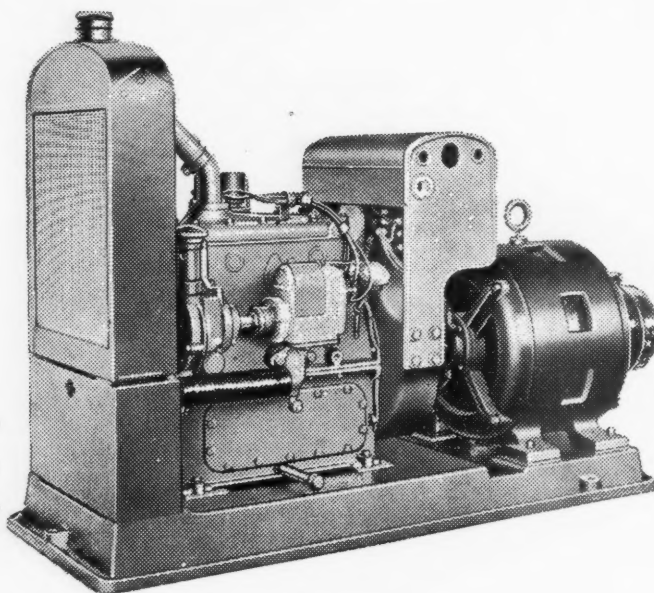
"In giving consideration to this matter, it has occurred to me that many Dallas concerns could be helpful in procuring participation in the Centennial by manufacturers in various lines of industry. I am therefore offering as a suggestion that all Dallas firms write their sources of supply, explaining the magnitude of the Centennial, and where the product is suitable, suggesting that a display would be profitable.

"We all, of course, listen more receptively to a customer than we do to a solicitor. If a large number of business men in Dallas would act promptly on this suggestion, the work of Centennial staff members whose duty it is to sell space would be made considerably easier. Some leads might also be developed in this manner with prospective exhibitors who might not otherwise be contacted."

We have reproduced Mr. McLain's suggestion at the request of Centennial officials, who would like to have all business institutions in Dallas immediately contact their principal sources of supply, urging their participation in the Centennial by installing appropriate displays of their products. Information and literature for this purpose will be gladly furnished by the exhibits department.

**Make the cheapest power with natural gas,
from running a factory down to a small compressor**

● No wonder
Texas likes
the gas engine

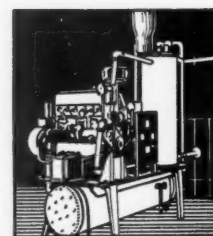


It Cuts Cost Away Down

Natural gas engines are making the power and electricity for many Dallas industries, with a sharp cut in production costs. We know many plants that cut operating cost 50% to 75%. Ask our engineers (telephone 7-9411) for information and advice on industrial installations for any size load.

Use Second-Hand Auto Engines for Small Loads

There's been a rush this past year for automobile engines hooked up to natural gas for small power loads. Just add a mixing valve and a speed governor, and it's ready.



As Low as \$25

Sometimes the customer gets an engine as low as \$25. It makes a simple, thrifty power unit.

The Dallas  Gas Company

Southwest BUSINESS

Business Review and Outlook in the Southwest

A GENERAL advance along the united front of business, industry and agriculture is reflected in the Monthly Business Review of the Federal Reserve Bank of Dallas.

"A further expansion in retail buying in larger cities and a continuance of generally favorable conditions in the agricultural and livestock industries were significant features of the business and industrial situation in this district during the past month," is the Review's summation of the outlook.

The September sales of department stores increased forty-one per cent as compared with August, the Review continues, and were seven per cent larger than in the same month last year. The bank's adjusted index of department store sales rose to 91.7 per cent of the 1923-25 average during September, which was 3.4 points higher than in August and the highest reported in more than four years.

In the wholesale trade, there was a considerable lack of uniformity in merchandise distribution. September business was affected adversely by the slow movement of the cotton crop and, in some lines, by the heavy early season purchases. While comparisons with a year ago were unfavorable in some lines it should be recalled, the Review explains, that business was unusually heavy at that time. Wholesale collections reflected a seasonal increase over those of the previous month.

Weather Favors Crops

In the realm of agriculture and stock raising, the Review says that all growing crops, except cotton, generally were favored by weather conditions during the last month.

Heavy rains throughout the district were beneficial to late maturing crops, which was reflected in the increased production forecast by the Department of Agriculture in its October 1 report. "The good surface and subsoil season obtaining has enabled farmers to proceed with fall plowing and seeding operations. On the other hand, the cotton crop showed further deterioration, due largely to in-

sect damage, and the wet weather delayed picking and ginning."

The condition of ranges and livestock reflected a marked gain during the past month. Prospects for winter pasturage are good in practically all sections and livestock are in better flesh than usual for this season. Commercial reports indicate that range trading has been very active and that wool and mohair have been moving in volume at increased prices.

Loans Increase

The commercial loans of member banks in selected cities reflected a seasonal increase between September 11 and October 9, but on the latter date they were moderately lower than a year ago. Investments of these banks on October 9 were substantially larger than on either comparative date. Federal Reserve Bank loans to member banks showed a steady decline during the thirty-one-day period ending October 15.

Building activities reflected a recession from the large August volume. The valuation of building permits issued at principal cities during September, although forty-seven per cent lower than in August, was 106 per cent larger than in September last year.

Cotton Income Gains

Texas' cash income from the 1935 cotton crop is estimated by the Dallas News at \$243,750,000, a gain of thirty-one per cent over the 1934 return. The immediate Dallas trade area of North and Northeast Texas will receive, it is estimated, \$91,125,000 from this year's crop. The northern half of the State will receive about seventy-nine per cent of the total Texas 1935 income, compared with sixty-six per cent last year.

Greatest increase in income this year over last is recorded in Northwest Texas, in the regions around Childress, Lubbock, Plainview and Amarillo, including most of the Panhandle district. This region shows a 1935 gain of 241 per cent over last year, the estimated value of

this year's crop being \$91,500,000, compared with \$26,796,000 last year. A marked increase in business volume in the Panhandle district is resulting from this greatly augmented buying power.

Dallas Banks Lead

Debits to individual accounts, as reported by the Federal Reserve Bank of Dallas, show the supremacy of Dallas in the Eleventh District both in the matter of financial leadership and in general business activity. The current Federal Reserve bulletin shows the following volume of check transactions for the principal cities of the District last month:

Dallas	\$185,294,000
Houston	141,229,000
Fort Worth	61,863,000
San Antonio	53,719,000
Shreveport	30,912,000
Galveston	20,888,000
El Paso	18,781,000
Beaumont	18,412,000
Austin	17,520,000

Texas Payrolls Increase

Employment in Texas showed a slight decline in October over both the previous month and the same month last year. A total of 1,424 manufacturing establishments, reporting to the Bureau of Business Research of the University of Texas, showed total workers employed in October, this year, as 70,507, compared with 71,926 in October, 1934, a decline of two per cent, and 70,586 in September this year, a decline of 0.1 per cent. Average weekly wages, however, showed a slight increase over the same month last year and the previous month. Total payrolls also showed similar gains, being up 2.6 per cent from October, 1934, and 0.3 per cent from the previous month.

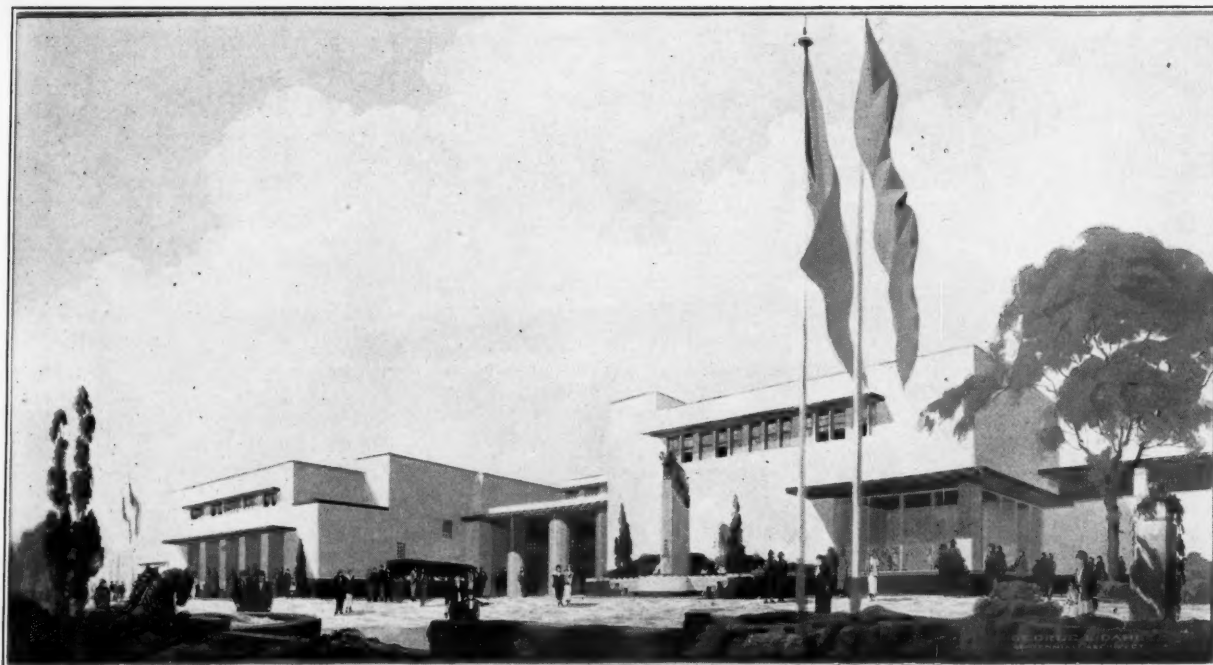
Commercial Failures

There were thirteen commercial failures in Texas in September, compared with eight in September, last year, and twenty-nine the previous month. Total liabilities of the failures were \$155,000, with \$66,000 assets. For the third quarter of 1935 there were but sixty-eight failures in the State in the three-month period, with combined liabilities of \$1,479,000 and assets of \$358,000.

Men and Machines Pose for Camera in Building An Exposition



Here's a view or two of the construction activities on the grounds of the Texas Centennial Exposition as seen through the lens of the Centennial News' photographer. Already several millions of dollars' worth of construction is under way on the World's Fair. When construction reaches its peak a few weeks hence the building program will entail an expenditure of \$40,000 per day. When completed, the Exposition plant will represent a value of approximately \$15,000,000.



Hall of Livestock and Animal Husbandry No. 2, first of the two structures in the Livestock Center of the 1936 World's Fair to be placed under construction.

Centennial Building Speeded as Many Exhibitors Buy Space

LETTING of contracts for nearly \$1,000,000 worth of additional buildings, announcement of the sale of approximately \$250,000 worth of exhibits space, receipt of applications for concessions providing for an investment of more than \$500,000 by showmen and other concessionaires, and notification from President Franklin Delano Roosevelt that he will attend the 1936 World's Fair were leading developments in the early weeks of November as preparations for the Texas Centennial Exposition continued in Dallas.

Likewise approval was given by the United States Comptroller General's office to the items included in the Federal Government's \$1,200,000 allotment for participation in the Exposition.

Meanwhile, construction work on the \$1,000,000 Texas Hall of State and on three structures in the \$750,000 Farm and Foods Center was progressing on schedule. These include the \$230,000 Hall of Foods and Beverages, the \$260,000 Hall of Livestock and Animal Husbandry, and the \$117,000 Hall of Agriculture.

Remodeling of the old State Fair of Texas Coliseum as the Hall of Administration for the Exposition was nearing

completion. At the same time underground work for water, natural gas, sewer, power and telephone lines is progressing, while landscape architects have started on the \$225,000 program for beautification of the grounds.

Exhibitors Close Contracts

Announcement was made that contracts have been closed under which four exhibitors will erect their own buildings on the Fair Grounds. These are the Continental Oil Company, the Portland Cement Association, Catholic Exhibit, Inc., and the Pan-Hellenic Societies. Among the concessionaires, the Doughnut Corporation of America will build a \$75,000 doughnut and coffee shop, Charles J. Mueller of Chicago will erect a \$30,000 restaurant and German beer garden, and Dr. Pepper Company will erect twenty beverage stands.

Firms which have leased exhibits space in the Exposition recently include Standard Brands, Inc., Interstate Cotton Oil Refining Company, Ball Brothers, Walter C. Muller, Walker's Austex Chili Company, Advance Aluminum Castings Company, Ratliff's Pure Food Products Company, Imperial Sugar Company, The Husinger Company, Grennan Bakeries,

Fearn Silk Company, Clancy Sales Corporation, National Life and Accident Insurance Company, Donna Lee Products, W. F. Quarrie and Company, and J. E. Waterman and Company.

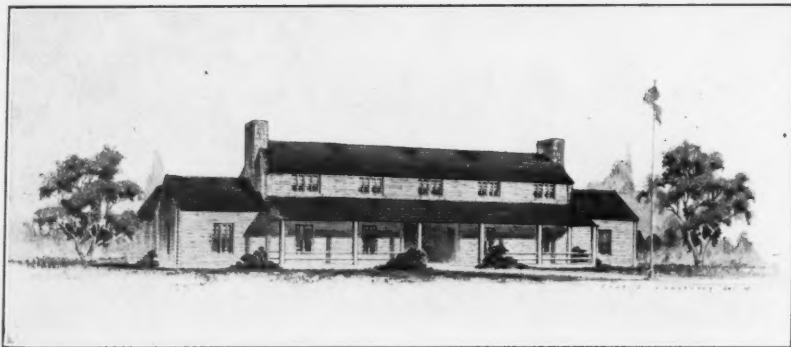
Although the exact date of President Roosevelt's visit to the Exposition has not been set, the World's Fair will set aside the occasion of his appearance as President's Day, with special features in the chief executive's honor.

President's Day Planned

"The President's visit will bring to Dallas the largest gathering in the history of the Southwest and we are preparing plans for an elaborate program," announced William A. Webb, general manager of the Exposition.

Among the high spots of the President's Day program will be a patriotic demonstration by 65,000 school children of Dallas and nearby cities and towns, and a mammoth fireworks display. Plans also are being made for an address by President Roosevelt over a Nation-wide radio hookup and a massed flight of army planes from Randolph and Kelly Fields at San Antonio, and from army fields at Fort Bliss and Shreveport.

Through the United States Department of State, the Exposition is extending invitations to participate in the 1936 Fair to those countries which recognized the Republic of Texas by treaty and diplomatic exchanges. These include England, France, Holland, Mexico and several North German States. Folders printed in the language of these various countries will be distributed to publicize the Exposition.



Pictured above is the replica of an old fashioned Texas ranch house which will be erected on the Texas Centennial Exposition grounds as headquarters for the Texas Rangers and their exhibit of early Texas relics and records of this world-famous police organization.

New Centennial Head Has Had Wide Executive Experience

APPPOINTMENT of William A. Webb of Dallas as general manager of the Texas Centennial Exposition has been announced by the management committee of the Exposition Corporation.

As general manager, Webb has executive direction of all preparations for the 1936 World's Fair and will be responsible to the management committee composed of R. L. Thornton, chairman; Harry Olmsted and Arthur L. Kramer.

Webb, a native of Ohio, has held many high posts. Among these were the position of Chief Government Commissioner for the South Australian Railroads, member of the United States Railroad Board No. 1, president of the Cambria and Indiana Railroad, and others.

A thumbnail biography of the Exposition's general manager gives the following information:

Born in Southern Ohio, May 16, 1878. Started work as messenger boy with the Santa Fe Railroad at the age of 12 years.

Learned telegraphy and became operator for the Santa Fe at Colorado Springs. Studied stenography and was promoted to office job.

His first executive post was assistant to the president of the Colorado and Southern Railway with offices in Denver. Also served as purchasing agent for this line.

During 1910 he was general manager of the Texas Central Railroad at Waco, and in 1911 he became operating vice-president of the Missouri, Kansas and Texas Lines. In this capacity he reorganized and rebuilt the Katy's system of 4,300 miles as the executive officer of a \$50,000,000 program.

In 1919 he went to Washington as a member of United States Railroad Board No. 1 in charge of railroad labor disputes.

In 1920 he was elected president of the



WILLIAM A. WEBB

Cambria and Indiana Railroad at Philadelphia.

In 1921 he went to South Australia, being recommended by the United States Department of State, to assume the post of Chief Government Commissioner of South Australian Railroads. In this capacity he reorganized and rebuilt the 5,000-mile railroad system of South Australia and New Zealand. This work cost \$60,000,000.

In 1931 he declined to renew his contract with the Australian Government and returned to Texas.

In 1933 he was elected a member of the Dallas City Council.

Centennial Briefs

Lew Dufour, Joe Rogers and Stanley Graham, three of the country's leading exposition showmen, have signed contracts for concessions in the Texas Centennial Exposition.

* * *

Early records of the Republic of Texas, including original copies of the Texas Declaration of Independence, the first Constitution, and treaties between the Republic and the United States, France, England, Holland and several North German States, will be exhibited in the Hall of State of the Exposition.

* * *

"The Waterbury (Connecticut) Republican" has inaugurated a campaign proposing to have the State of Connecticut participate in the Exposition by erecting on the World's Fair grounds a replica of Durham Hall, Connecticut birthplace of Moses Austin, first to obtain a colonial grant in Texas.

* * *

Texas roses will publicize the Lone Star State's Centennial of Independence to the flower lovers of Japan as a result of a shipment of Centennial Roses to the Imperial Rose Society of Japan, Tokyo.

* * *

Herbert P. Gambrell, professor of history at Southern Methodist University, has been named to direct collection of historical exhibits for the 1936 World's Fair.

* * *

First of the advance celebrations of the Texas Centennial of Independence was held November 5-11 at Gonzales, the "Lexington of Texas," in commemoration of the firing of the first shot of the Texas revolution one hundred years ago. Fifty thousand persons attended the opening feature of the Gonzales celebration.

* * *

Forty officers, who will compose the nucleus of the Exposition's police department, are to undergo special training in a school to be opened soon to prepare them for their duties during the fair next year.

* * *

Alaska may send an exhibit to the Exposition, according to a letter received from A. F. Raynor, director of exhibits for the Alaska Territory. Material for the exhibit has been assembled and a request for funds to meet the expense of shipment to Dallas from Juneau has been made to the Federal Government.

* * *

Stuart Chase, internationally known economist, who visited Dallas early in November, declared that the Texas Centennial Exposition will prove an effective stimulus for commerce and industry in the Southwest.

Pecan Culture, a Rapidly Growing Texas Industry

PECAN trees have grown along the streams of Texas for hundreds of years, and the nuts have been used for food, even though their value was not appreciated. Cabeza de Vaca (1528 A. D.), while marooned among the Indians on the Gulf Coast of Texas, records that the Indians migrated to the river bottoms of the Brazos and Colorado in the Fall to eat pecans and the ever-present menace of starvation was warded off for the period. No mention is made of the pecan in early horticultural literature of Texas. It is not even listed with the shade trees. However, the records of the State Horticultural Society show that, at the third meeting of the Society, at Brenham in 1889, Mr. E. E. Risien of San Saba, Texas, was awarded a prize for the best plate of pecans.

Shortly before 1900 several carloads of seedling pecans found channels of trade for their disposal in and around St. Louis. There seems to have been a sort of spontaneous but slight demand for the nuts in various parts of the producing area. Records are not historically clear as to where and when the first commercial trade in pecans was begun but it appears that the business followed the rise in railroad transportation until the meteoric spurt of the last decade. The discovery of the public in States not producing pecans and the processing of them into ready-to-eat food were the chief factors governing the sudden commercial demand for pecan meats of the past ten years.

Today there are hundreds of pecan processing shelling plants scattered about in the larger cities of the pecan belt. San Antonio has the greatest number of such industries—it is the greatest market for pecans in the world. There are dozens of special brokers in the marketing centers of the Nation that deal in pecans. The pecan nut is featured by confectioners and candy manufacturers as the "King of Nuts." The trade indicates that it is the choicest nut of them all. The pecan has come into its own through merit, for there has been little or no advertising given it. It is on the market to stay at the head of the list.

Pecan's Importance to Texas

The following data shows the economic importance of the pecan in Texas:

Annual revenue to growers (average for ten years) in Texas.....	\$3,000,000
Value of the pecan timber producing this revenue (estimated).....	\$30,000,000
Estimated value of processors' material and machinery.....	\$1,500,000
Estimated number of persons employed from harvest to finished product	35,000

The development of the pecan and its production might well be dated from the efforts of one man: Mr. E. E. Risien of

By **W. S. PRICE, Secretary,**
Texas Pecan Growers Association

the then frontier town of San Saba, Texas, propagated the first pecan buds more than fifty years ago. He planted forty acres of excellent pecan land (San Saba River bottom land) to a choice native pecan nut. From this first propagating experiment and this first planting of the native nut, Texas has gained many valu-



Variety "Burkett"

able improved pecan trees and several excellent pecan varieties. Mr. Risien is living today and continues his work on pecans. All of his contributions to the pecan field have been graciously given for what they might mean to others.

The Texas Nut Growers Association, organized at Austin in 1906 to carry out the request of Governor James Hogg to give the people of Texas the fruits of the

walnut and pecan trees planted at the head and foot of his grave, respectively, brought together for the first time a large body of pecan pioneers—they are pioneers now but they were pioneering pecan men at that time. These pecan enthusiasts were E. W. Kilpatrick of McKinney, F. M. Ramsey of Austin, J. S. Kerr of Sherman, and Faulkner of Waco. At this time there were other pioneering pecan "Cranks" scattered over Texas. Some of them were J. H. Burkett of Clyde, J. A. Halbert of Coleman, J. F. Lyendecker of New Ulm, W. L. Watkins of Tyler, Dean E. J. Kyle of College Station, Judge Guinn of Rusk, C. L. Edwards of Dallas, E. H. Graves of Winona, and John Barton of Uteley, Texas.

Efforts to Improve Quality

The first organized effort and permanent stimulus given the pecan development in Texas was from the organization of the Texas Pecan Growers Association in 1920. This group of broadminded and far-sighted growers started the systematic and orderly contributions of preserved pecan-culture information to the general public. The organization is a non-profit information-disseminating body that fosters and encourages all worthy pecan work. It holds annual conventions over the State and authorities on various subjects relative to pecan culture present valuable papers each year to the assembled group.

The first few years of recognized development of the pecan saw many theories advanced that proved to be worthless and costly. Every pecan enthusiast had his secret plan and best variety of pecan—this way was the better or that way was the better method of handling the native orchard. No one seemed to be sure of himself but all were doing things about it. After several disastrous experiments and further practical deductions, pecan improvement settled to a course of careful practice and common sense. The management of the wild orchard and the handling of the planted one tended toward such operations as appear normal in regard to any other type of orchard. The scare-crow day of pecan progress was soon forgotten and it now follows fairly well defined rules and regulations.

The Federal and State Departments of Agriculture have from the earliest activity in pecan development kept trained

Continued on Page 17



Modern pecan planting near Brownwood.

DALLAS BUSINESS

NEW CONCERNS — BANK
FIGURES — OCTOBER
STATISTICS

New Concerns

New businesses totaling 113 were established in Dallas during October, totaling seven classed as manufacturers, eighteen wholesalers, eleven branches of sectional or National concerns, three oil companies, forty-eight retail establishments and thirty-seven listed as miscellaneous.

* * *

Manufacturers

Bluebonnet Millinery Co., 419 Browder St.; millinery.

Compo-Cast Manufacturing Co., 212 North Walton St.; cast advertising forms.

Crawford-Austin Manufacturing Co., 2225 Cedar Springs; awnings. Home office, Waco.

Quality Creme Cookie Co., 1728 South Ewing St.; bakers.

Schindler's Bakery, 1314 West Davis St.; bakers.

Thacker Potato Chip Co., 3516 Douglas St.; potato chips.

Utter & Evans Lithographing Co., 2117 Commerce St.; lithographers. Moved from Fort Worth.

* * *

Wholesale and Branches

Bakery Equipment Service Co., 915½ Camp St.; bakers' supplies.

The Bristol Co., 1315 Magnolia Bldg.; recording instruments. District office; headquarters, Waterbury, Conn. L. E. Mustard, district manager.

Burka Bagging Co., Inc., 609 Thomas bldg.; bags, bagging and ties. Home office, Galveston.

Curtis Publishing Company, 1108 Athletic Club Bldg. Home office, Philadelphia, Pa.

Fire Fighting Equipment Co., 604 North Akard St.; fire protection equipment. R. M. Hedrick, manager.

Kelly-Springfield Tire Co., 1236 Athletic Club Bldg.; district sales office. Home office, New York.

Lockheed Aircraft Corp., Hangar No. 1, Love Field; sales branch, in charge of Don Marshall. Home office, Burbank, Calif.

Majestic Liquor Company, 1921 Elm St. Liquor distributors.

Wm. H. LaDew Sprinkler Systems, 1712 South Pearl St.; sprinkler systems.

National Gypsum Company, Inc., Burt Bldg.; wallboard, lime and plaster products. Home office, Buffalo, N. Y. District office.

Pacific Liquor House, 1641 Pacific Ave. Liquor distributors.

Ross Auto Supply Co., 1935 Commerce St.; automobile equipment.

E. M. Smith Company, 5608 Junius St.; oil field equipment. R. S. Schermerhorn, Mid-Continent representative. Home office, Los Angeles, Calif.

Standard Electric Company, Inc., 1601-3 Pacific Ave.; storage batteries. Distributing branch, with J. L. Watson, manager. Home office, San Antonio.

Supreme Distributing Co., 400 South Ervay St.; wholesale liquor.

U. S. Trimming Supply Co., 108 South Poydras St.; tailors' supplies. Samuel Klein, manager.

C. J. Watson Produce Co., 600 South Preston St.; wholesale produce.

* * *

Miscellaneous

A. A. Auto Parts Co., 509 West Commerce St.

Alexander Motor Co., Inc., 2210 Pacific Ave. Dodge and Plymouth dealers.

Joe Armour Real Estate Co., 3221 Shore Crest.

Atlas Advertising Company, 508 Stewart Bldg.

Blue Book Advertising Agency, 1622 Allen Bldg.

Jimmy Britt Refrigeration Service, 4546 McKinney Ave.; electric refrigeration.

Cleburne Motor Freight Lines, 969 Terminal St.

Cliff Petroleum Co., incorporated by M. W. Shriver, Paul P. Scott and B. O. Baker; oil business.

Fincher Construction Co., 3200 McKinney Ave.; contractors.

Medical & Dental Credit Co., 435 Medical Arts Bldg.; collection agency.

Montour Production Co., Pennsylvania corporation, granted permit to do business in Texas, with F. B. Payne of Dallas, Texas, agent.

Nation-Wide Business Bureau, 511 Southwestern Life Bldg.; employment agency. Home office, Memphis, Tenn.

Pearlstone & Elliott, 1105 First National Bank Bldg. Insurance.

United States Government, Public Works, Housing Division, 307 Burt Bldg.

Village Theatre, Highland Park Shopping Village; motion picture theater; Interstate Circuit, Inc., operators.

Wise & Jackson, Inc., Delaware corporation, granted Texas permit, with Dallas as Texas headquarters; oil well drillers.

* * *

The E. M. Smith Company, of Los Angeles, has appointed R. S. Schermerhorn, 5608 Junius St., Dallas, as its Mid-Continent representative. The company manufactures a line of oil field materials and equipment, and Mr. Schermerhorn will contact the oil industry throughout the Southwest from his Dallas headquarters.

Dallas Bank Deposits at All-Time High

Deposits and resources of Dallas banks reached a new all-time high with the last bank call as of November 1. In addition to setting a new record, they still further entrenched Dallas' position as the financial center of the Southwest, supporting the monthly clearings and debits which, month after month, show Dallas to be far ahead of all other Southwestern cities in financial transactions.

The tabulation below shows deposits and resources of Dallas banks for the corresponding dates from 1925 to 1935, revealing the large 1935 gain over the previous high mark set in 1928, broken in 1934 and again exceeded in 1935:

Bank Deposits	
1925	\$148,130,347
1926	135,612,595
1927	158,623,374
1928	177,419,579
1929	167,919,902
1930	162,331,219
1931	143,803,983
1932	139,636,629
1933	160,505,960
1934	195,413,335
1935	203,123,268

Bank Resources	
1925	\$176,772,476
1926	170,928,076
1927	195,976,995
1928	218,339,260
1929	211,429,178
1930	201,427,329
1931	180,771,647
1932	175,393,362
1933	195,951,520
1934	227,863,843
1935	230,818,374

◆◆◆

New Automobile Sales

Sales of new automobiles in Dallas County during the first ten months of 1935 totaled 10,521, more than the total of 10,129 sold during the entire year 1934. There were 797 new cars registered during October, as compared with 639 for September and 761 for October, 1934.

With new models being offered by many manufacturers, the totals for the year are expected to go beyond the former record of 13,225 established in 1928.

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The Burka Bagging Company, Inc., of Galveston, has opened a sales office at 609 Thomas Bldg., with Louis S. Stein as manager. The company manufactures bags, bagging and ties, used principally by the cotton industry.

National Gypsum Opens Regional Office Here

The consolidation of the National Gypsum Company of Buffalo, N. Y., and the Universal Gypsum & Lime Company was announced in Dallas by F. I. Marsh, Jr., who has been designated Southwestern district sales manager with offices in the Burt Building. Mr. Marsh previously was Eastern representative of the National Gypsum Company with headquarters in New York City.

To the five National plants and mills Universal contributes six, making a total of eleven strategically located plants, which enable this concern to render wall and ceiling service to every city in the entire United States east of the Rocky Mountains. Two of the National Gypsum Company's plants are located in Texas, a lime plant at Lime City and a gypsum plant at Rotan.

Approximately \$500,000 will be spent by National in improvements on the Universal factories. New machinery is being installed for the manufacture of gypsum wallboard, plaster and other gypsum and lime products, under the latest Gold Bond patents and formulae.

An extensive advertising campaign has been launched by the National Gypsum Company, and this concern is throwing behind its dealers the strongest sales support that the lumber industry has seen in many years.

With added manpower, financial resources and plants, the National Company is ready to go forward with Texas and the Southwest. Activities in the Southwest will be directed from the Dallas district office.



Regional RRA Office

Announcement has been made that the Southwestern regional headquarters of the Rural Resettlement Administration, now located at Stillwater, Okla., will be moved to Dallas as soon as suitable quarters can be secured.

The bureau, headed by D. P. Trent, has 300 office employees and a force of 800 field representatives. Several hundred families will move to Dallas as a result of the move.

Location of the new headquarters office for the Southwest in Dallas will not affect the activities of the Texas division office recently moved to Dallas from Austin.



Airplane Company Branch

The Lockheed Aircraft Corporation, of Burbank, Calif., has established a Southwestern district sales branch at Love Field, in Hangar No. 1. Don Marshall, pilot and sales executive, came here from the factory to open the office, which will serve Texas, Oklahoma, Arkansas, Louisiana and New Mexico. Dallas was the second city to be selected for a branch office, New York being the first.



New Southwestern Plant of National Battery Company.

National Battery Opens Dallas Plant to Serve Southwest

The new Southwestern plant of the National Battery Company, of St. Paul, Minn., was formally opened in Dallas in October. The factory is located at 4935 Cass St., in the Maple Avenue-Hudnall industrial district.

Decision to build the Dallas plant came after G. P. Castner, Vice-President and General Manager, and a group of officials made a tour of the Southwest. Almost an acre of ground was purchased

and the factory covers about half the property. When completed, the plant will employ about fifty people, all local labor. Carl Reetz, chief engineer, has been in Dallas since August and has personally supervised the construction of the plant.

Under the direction of L. J. Shields, President, the National Battery Company has been built from a small manufacturing and distributing unit at St. Paul into a National organization extending from Los Angeles to New York, with eight manufacturing plants and nine distributing branches, each maintaining its own sales organization and selling more than 2,000,000 batteries per year.

The importance of the Southwest as a market was recognized early in the Company's history and has been an important factor in its growth and development. In 1922 the Company realized that it could render valuable service in the merchandising of storage batteries in the Southwest and opened its first factory-owned branch in Dallas in that year. In 1923 a factory was built in Kansas City to serve the entire south and central region. A factory branch at Houston followed in 1927, prompted by the Company's success at Dallas.

The National Battery Company manufactures all types and kinds of batteries, from the smallest B battery to the larger submarine batteries.

The splendid acceptance of the National line in the Southwest has resulted in sufficient volume to make possible the new Dallas factory, which will serve the entire Southwestern market. The plant has been so designed and sufficient ground area has been acquired to provide ample accommodations for expansion of the plant as sales volume increases.

The office and credit manager of the new plant is John Tatum. Manufacturing is under the direct supervision of John Christofferson, and sales and distribution will continue to be handled by G. W. Mixon, District Sales Manager.

October Statistics

Building Permits

October building permits in Dallas totaled \$744,340, compared with \$441,481 for September and \$281,489 for October, 1934. The total was the highest for October since 1931.

* * *

Bank Clearings

Dallas bank clearings for October were \$210,131,236, a big increase over the September total of \$158,872,894 and the October total last year of \$174,747,253. Clearings for the month were the highest since December, 1929.

* * *

Bank Debits

Dallas bank debits for October totaled \$222,167,000, compared with \$185,294,000 for September and \$183,891,000 for October, 1934. Debits for the month were the highest since December, 1930.

* * *

Postal Receipts

Postal receipts for October were \$361,769, a large increase over the September total of \$302,790 and the total for October, 1934, of \$331,923. Receipts were the highest since December, 1929.



Some of Bartlesville's imposing buildings. 1. Phillips Petroleum Building. 2. Civic Center. 3. Senior High School. 4. Y. M. C. A. 5. Federal Building. 6. Masonic-Empire Building

Business Centers of the Southwest , , , No. 5 , Bartlesville, Okla.



By E. L. GEORGE, Secretary,
Bartlesville Chamber of Commerce

BARTLESVILLE is a young city, incorporated in 1897. Although many miles from a railroad at that time, its founders had that faith in the future development of the community which is necessary in the building of cities. The discovery of oil in 1897, and the completion of the first railroad in 1899, were factors of the greatest importance, stimulating growth and attracting the capital necessary for the laying of firm financial foundations for the business enterprises of the city.

Today, with its 19,000 people, its 300 retail and wholesale business houses, its industries employing thousands of men and women, a payroll exceeding \$800,000 monthly, Bartlesville demonstrates the wisdom and foresight of its founders and amply justifies its claim to be the best city of its size in the Southwest.

Bartlesville possesses all of the facilities of a progressive, modern community in her schools, churches, municipal government, sound and ample banking facilities. And the plans of a forward-looking citizenship, working together for a

greater and more beautiful city, will add materially to Bartlesville's attractions as a business, industrial and cultural center.

Important Oil Center

The history of Bartlesville is indissolubly linked with the production of oil and gas. The first oil well of commercial importance, in what is now known as Oklahoma, was drilled in, April 15, 1897, and is located within the present city limits.

This well is still producing oil and attests to the productivity and longevity of the Bartlesville sand with which the producers of oil and gas are so well acquainted.

At present there are over 15,000 producing oil wells within a radius of thirty miles.

Three of the largest oil and gas producing companies of the country are located here. This is also the home of the largest natural gasoline producing company in the world.

One of the most modern zinc smelters in the United States, employing hundreds of men, is found at Bartlesville.

In connection with this smelter, an acid manufacturing plant is operated.

Among the manufactured products of Bartlesville are: zinc, sulphuric acid, airplanes, deep well pumps, castings, forgings, tanks, valves, precision instruments, oil field equipment, gasoline, cement, creamery products, milk products, books, stationery, and many others.

A newly constructed municipal airport, one mile west of the business district, provides ample facilities for handling air traffic of every description. It is rated among the leading ports of the Southwest.

Population Is Now 19,000

Bartlesville has a population of 14,763 within the area of 1,407 acres included in the city limits. Within four miles of the city, and not included in this enumeration, an additional population of 4,300 is found. Total population for Bartlesville and vicinity is in excess of 19,000.

Bartlesville is operated under the City Manager form of Government. The affairs of the city are directed by five com-

Continued on Page 20

API Report Says No Danger of Crude Petroleum Shortage

NO National crisis caused by a shortage of petroleum products now impends, nor is likely to occur.

The Nation's proved petroleum reserves are not only 100 per cent greater than was estimated ten years ago, but properly managed, are adequate to meet requirements at least for twenty-five years, with assurance that when needed a virtually unlimited supply will be available from coal and from oil shales.

Improved methods of discovery, development, and recovery will make available additional large supplies of oil not only from fields yet undiscovered, but also of oil heretofore unrecovered from oil fields.

This analysis of the Nation's petroleum reserves and of the outlook for the petroleum industry is contained in a report submitted to the Board of Directors of the American Petroleum Institute by the National Petroleum Trade Association's Executive Committee. It covers the work of Institute committees which have been making a survey with the idea of bringing up to date a 1925 survey of petroleum reserves, and was filed with the Board during the Institute's sixteenth annual meeting at Los Angeles, Calif., November 11 to 14.

Industry Not Wasteful

It was explained that the report, which not only forecasts future demand and reviews technological and other progress of the industry in conserving petroleum resources, was made not only to reveal the industry's present position and outlook, but also to refute charges of alarmists that petroleum reserves are in danger of early exhaustion. The report denies the industry has been wasteful, and either unwilling or unable to co-operate in conservation efforts, and insists that rigorous governmental control, or making the industry a public utility are unnecessary.

"Ignorance and misrepresentation of the facts have persistently characterized attacks on the industry," the report said. "The American Petroleum Institute has deemed it imperative to state the facts. The present report on the current position of the industry and the outlook for the future is its broad, general refutation of the allegations against it, and its presentation in some detail of the evidence in support of that refutation."

Declaring that the industry previously has been called upon to dispel fears about the available supply of petroleum, the report recalls that in 1925 a similar study was undertaken by the Institute, the findings being presented in a report entitled "American Petroleum: Supply and Demand."

Known petroleum reserves at that time were estimated at 5,321,000,000 barrels, with indications that additional reserves would be found. In the ten years since that calculation, 8,692,000,000 barrels of oil have been produced and consumed—fifty per cent more than the entire proved reserves in 1925; yet more than 12,000,000,000 barrels of proven reserves are known to be still below ground.

"The fact that proven reserves of oil in the ground are now conceded by authorities to be well over 100 per cent greater than in the 1925 estimate, has had no influence with the alarmists," the report states, and adds that as a result of the advances made by science, technology and invention, the reserves still to be located and developed are far greater than have ever before been estimated.

Improvements in production methods, which also brighten the outlook, are cited. These improved methods make it possible to obtain from fifty to 100 per cent more oil from a given pool than has been possible in the past.

Co-operation among the States in the control and conservation of oil is advocated in the report, which asserts, "No State, rich in petroleum, could be expected to regularize, control and limit production, while others were free to produce 'ad libitum' and seize the market."

Draws Ten Conclusions

In a chapter entitled "Conclusions" ten points are emphasized:

1. There is every reason for confidence that the requirements of petroleum products to meet National needs and the demands of the consuming public will be met.

2. Petroleum reserves are more than 100 per cent larger than those estimated ten years ago. These reserves should be withdrawn at a rate which will insure maximum recovery. Thus managed, the reserves, together with new discoveries, should relieve us of any possible apprehension regarding our supplies over the next twenty-five years.

3. Beyond this period, there is sound insurance against any shortage of petroleum supplies. This insurance includes the certainty of large recoveries from abandoned fields, which improved recovery methods will make available, together with the development of almost unlimited potential reserves present in our coal and oil shale supply.

4. The price of crude oil should be such as to insure production in sufficient quantities, at a reasonable profit.

5. The industry has developed a com-

plete, articulated, economical and independent transportation system. This system perfectly meets the industry's requirements, and has no possible usefulness to any other industry. Therefore, we insist that no part of our transportation system should be severed from the body of the industry. Such severance would impair efficiency, add to the expense of operations and increase the cost of products to the consumer.

6. Scientific research and practical experiments undertaken by the industry have been in the public interest. The results have been improved in the quality of products, reduction in costs to consumers, increasing yields of those products in greatest public demand from a given quantity of crude oil, thereby conserving the Nation's petroleum resources.

7. Among employers and employees alike, there is such general satisfaction with labor conditions as, we believe, could be matched in few other industries.

8. The petroleum industry has become the greatest single contributor to public revenues; it produces eleven per cent of all taxes paid into Government treasuries.

9. Government domination would remove the urge and paralyze the forces that have made for progress. It would mean calamity to the industry and disaster to the public. The record shows how invariably the benefit of economies, invention and improvement have been passed on to the public in lower prices, better prices, better products and service.

10. No other industry has faced so complex a situation by reason of the peculiar and fugitive character of its raw material. It has met tremendous responsibilities both in peace and in war, and has never failed in their discharge.

Future Demand Is Calculated

The study takes into consideration a possible future increase in demand for petroleum products, the probable demand being carefully estimated over 5-year periods for the next twenty-five years.

The population of the United States in 1960 is estimated at 146,000,000 people, and the total passenger cars and trucks at 37,100,000. Motor vehicle registrations today total 26,000,000. It is calculated that crude oil demand in 1960 will be approximately 1,071,020,000 barrels. This compares with present domestic consumption of 719,500,000 barrels.

The authors of the report believe that by 1960 it will be possible to convert nearly fifty-eight per cent of the total production of crude oil into motor fuel, whereas today about forty-four per cent of a barrel may be converted into motor fuel.

Research and experimental work are costing the petroleum industry between \$10,000,000 and \$12,000,000 annually, it was found. This work has resulted in huge savings of crude oil, thereby serving as a conservation measure.

The single process of "cracking" has saved the Nation 6,600,000,000 barrels of crude oil in the past fifteen years, it is estimated. This is an amount equal to seventy-five per cent of all the crude oil produced during the past decade.



HAS YOUR SANTA CLAUS BEEN A "SISSY"? - - -

At Christmas Time do You get some of those useless gadgets that no one has ever found a use for or a place to hide.

This year try telling the people who inflict these terrible things upon you how you are going to do your Christmas Shopping.

"For my business friends I'm buying useful, sensible, reasonable gifts. Things that anyone will be glad to have on their office desk, that will tell them through the year that I thought enough of them to buy them something that I would like to have."

"Oh! Yes. I bought my Christmas Gifts at STEWART OFFICE SUPPLY CO."

We have some things in our two stores that make ideal gifts for men you will want to remember this year.

Two stores—convenient locations—drop in during lunch hour, you will find us ready to serve you.

STEWART OFFICE SUPPLY CO.

On Akard Between Commerce and Main
and On Commerce at Lane

Many Important Additions to Centennial Convention List

STEADILY grows the list of conventions that will honor Dallas with their sessions in 1936. One of the most important announced the past month was the Natural Gas Department of the American Gas Association, which will meet May 5-8, with an estimated attendance of 1,500. Dallas was twice honored in this connection. L. B. Denning, head of the Lone Star Gas Company, Dallas, who already was president of the Natural Gas Department, was elevated to the presidency of the American Gas Association, at its convention in Chicago last month.

America's most famous surgeons will be among the speakers at the Southwest regional convention of the American College of Surgeons to be held in Dallas probably next April, with some 1,000 visitors anticipated. Dr. John O. McReynolds extended the invitation on behalf of the Dallas Chapter of the Association, the County Medical Society, the Chamber of Commerce and other groups.

County Judge Robert Ogden was successful with his invitation to the County Judges and Commissioners Association to convene here next October. Fully 1,000 visitors are expected. The part the respective county governments have had in the development of Texas the past 100 years will be recognized with a special day for the Association at the Texas Centennial.

Among church groups, the Texas Synods of both the Presbyterian Church U S A and the Presbyterian Church U S will have their meetings here at the same time next October, Dr. William M. Anderson inviting the former and Judge Royall R. Watkins the latter. The Southern Conference of the Methodist Episcopal Church will assemble here next October, coming upon invitation presented by Rev. William R. Polhamus. The Texas Zionist Association and the Texas-Louisiana region of Hadassah will meet here in October in joint session.

The Tenth District of the Advertising Federation of America honored Dallas with its convention next October and also elected W. C. Grant, president, and W. S. Henson, secretary, both of Dallas. Two other conventions for next October are the Audit Section of the Texas Bankers Association and the Southwestern Blacksmiths and Welders Association.

With D. A. Frank, Dallas member of the board handling the invitation, the directors of the Texas Bar Association have just voted at a meeting at Austin to hold the State Bar convention in Dallas July 6-8, with an estimated attendance of 1,500.

December Conventions

The December list will be augmented by a large number of sales conventions,

the names of all of which are not available at this time.

Texas Agricultural Association, December 2-5.

Texas Co-operative Council, December 2-5.

Petroleum Electric Power Club, December 3-5.

Midcontinent Oil and Gas Association, Taxation Committee, December 4-6.

Southern Banking Associations' Secretaries' Conference, December 6-7.

Southwest Conference, December 7.

Southwest Football Officials Association, December 7.

Texas Junior College Athletic Association, December 7.

Texas Conference, December 7.

Lone Star Conference, December 7.

State Board of Approved Basket Ball Officials, December 7.

North Texas Medical Association, December 10-11.

Southern Supply Co., December 26-31.

Texas Daily Press League, December.

Sectional Meeting National Canary Breeders Association, December.

Texas Baptist Executive Board, December.

State Board of Dental Examiners, December.

Texas Manufacturers Association, December.



American Gas Association Elects L. B. Denning

L. B. Denning, president of the Lone Star Gas Company, has been elected president of the American Gas Association, and Dallas has been selected for the 1936 meeting of the Natural Gas Department of the Association to be held next May.

Mr. Denning is the first Southwestern gas man to be so honored. He has been vice-president during the last year and has been active in the organization for many years.

The first meeting of the Natural Gas Department of the A. G. A. was held in Dallas in May, 1928, when more than 1,100 persons from every State in the Union attended. An even larger attendance is expected for the 1935 meeting, which will precede the opening of the Texas Centennial Central Exposition in June.



A special Centennial edition of the Texas Almanac, published by The Dallas News, will be issued early in 1936, according to Stuart McGregor, editor. It will be larger than any preceding volume, and will contain considerable historical information in addition to a greater amount of current statistical data than has been carried in the past.

Pecan Culture

Continued from Page 11

corps of workers established about over Texas to record any and all worthy findings connected with the progress of the business. The demand for accurate and reliable information has brought to Texas one Bureau of Plant Industries and Research Laboratory (Austin, Texas); an Insect-Study Station (Brownwood, Texas); and a \$100,000 pecan planting on 100 acres, Field Station at Brownwood, Texas. These above stations are of the United States Department of Agriculture and are operated by expert men that accumulate valuable information in their respective fields. The Texas Department of Agriculture supplies field men that answer the call of grower interests and furnish bulletins concerning the study of pecans. Extension service, vocational work and county agents afford additional assistance to pecan growers. The foundation for a stable future development of the pecan in Texas is now laid and only the years ahead will tell the greatness of this new industry.

Pecan Culture Now Science

Systematic experiments in top-working native pecan trees by the United States Department of Agriculture at the Lucas Orchard at Brownwood give conclusive results pertaining to the proper methods of handling the native grove improvement. Conscientious and fair-dealing nurserymen have encouraged the use of better varieties by precept and example. The State Department of Agriculture teaches growers what to look for in a variety that will be suitable to his farm. Pasture improvement in the river bottoms under thinned pecan trees gives rise to the new name, two-story agriculture. Insect and disease control is listed by the several experiment groups of governmental sanction and from this source has come real assistance to the pecan orchardist.

It can be said without fear of argument that pecan production is now a science that can be practiced by any one who desires to invest his time and money in it. The information, material and assistance are so dependable that the possibilities can be well foreseen. There are creditable agents for pecan land, expert testing outfits that tell where this valuable ground is and careful, patient followers of the industry that are willing to render that service that was so lacking in the early days of pecan development.

Pecan improvement in Texas, when examined from the light of the possible improvement, is frightfully small. That is from the standpoint of volume. A safe estimate of the amount of development as compared with the whole area that can be developed is around fifteen per cent. Only the surface has been touched. Millions and millions of trees are left untended in the vast wild timber areas of the rivers and are only visited when nature permits them to produce crops of nuts. It is said that there are about 80,000,000 pecan trees in Texas. The

record crop of 40,000,000 pounds for 1935 only gives one-half pounds of nuts to the tree. It is readily seen from the comparison that the burden of production is on a small per cent of the total trees.

The apparent unlimited market, the limited area suitable for production and the semi-monopoly that Texas has on pecan production (nearly fifty per cent of the total world tonnage) give the pecan promising prospects for an important and stable industry.

Considering how many opportunities we have for making mistakes, even the worst of us do pretty well.

Bristol Opens Office

The Bristol Company, Waterbury, Conn., has established a Southwestern district office at 1315 Magnolia Bldg., with L. E. Mustard in charge as district sales manager. The company manufactures all kinds of recording instruments, used extensively in the oil industry. The Dallas office has supervision over the Southwest.

The Kelly-Springfield Tire Company has opened a district office at 1236 Athletic Club Bldg., which will direct the sales activities of the company in the Southwest. The company's home office is in New York.

STATEMENT OF CONDITION

REPUBLIC NATIONAL BANK AND TRUST COMPANY

OF DALLAS

November 1, 1935

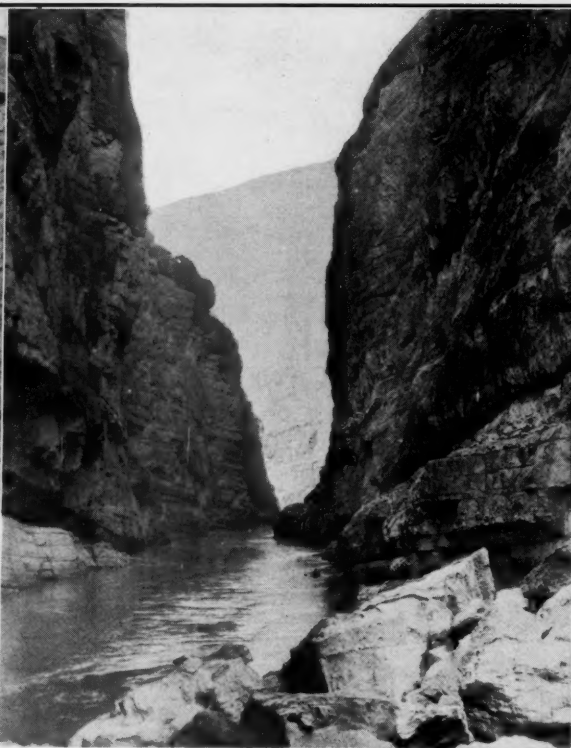
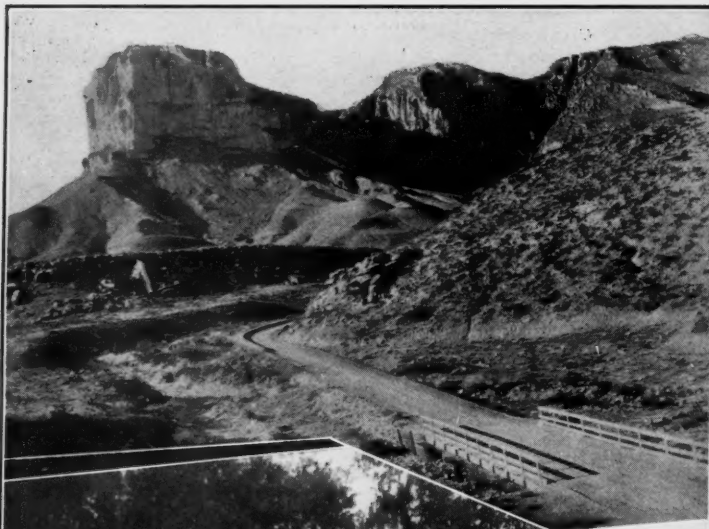
RESOURCES

Loans and Discounts	\$21,444,181.74
Bills of Exchange and Bankers Acceptances	2,913,410.83
Acceptances—Customers' Account	1,565,000.00
Banking House	1,975,000.00
Other Real Estate	623,620.97
Furniture and Fixtures	198,000.00
Other Assets	31,317.72
Stock in Federal Reserve Bank	210,000.00
U. S. Government Securities	20,075,701.56
State, Municipal, and Other Securities	3,041,651.37
Cash in Vault and with Banks	19,178,102.60
Total	\$71,255,986.79

LIABILITIES

Capital—Common	\$4,000,000.00
Capital—Preferred	2,000,000.00
Surplus	1,000,000.00
Undivided Profits	370,888.81
Reserved for Dividends	115,000.00
Reserved for Taxes, Interest, etc.	320,000.00
Acceptances—Customers' Account	1,565,000.00
DEPOSITS—	
Individual	\$34,842,967.17
Banks	19,792,092.01
U. S. Government	7,250,038.80
Total	\$71,255,986.79

Random Views of Texas Scenes Which Will Attract Centennial



East Texas and its pine forests, Central Texas with its deep rivers and rolling prairies, the Panhandle with its broad plains cut by deep canyons, the Big Bend country with its craggy peaks taken at random to give the visitors to the Texas Centennial Exposition in Dallas, June 6 to Nov.

Centennial Year Tourists Along Highways of the Lone Star State



its craggy peaks and mountain streams, the Rio Grande valley's tropical trees and flowers, the Gulf Coast's white beaches, provide a variety of scenery. Pictured above are views
y, June 6 to November 29, a foretaste of what there is to see along the state's highways.

The National Bank of Commerce

DALLAS, TEXAS

Solicits your business on its record of
over fifty years of efficient, satisfactory
banking service to the people of Dallas
and its trade territory.

STATEMENT OF CONDITION OF

Dallas Bank & Trust Co.

(Established 1903)

Dallas, Texas

At the Close of Business November 1, 1935

RESOURCES

Loans and Discounts	\$ 3,190,273.77
Stock in Federal Reserve Bank	45,000.00
Payment to Temporary Federal Deposit Insurance Fund	14,346.63
Bonds and Stocks	562,017.37
Bank Building (Main Street Through to Commerce Street)	1,525,000.00
Furniture, Fixtures, Equipment and Vaults	69,750.00
Other Real Estate	115,966.80
U. S. Government Bonds and Certificates	\$7,303,105.16
Municipal Bonds	104,618.73
Cash on Hand and on Deposit With Banks	5,880,617.48—
	13,288,341.37

Total Resources \$18,810,695.94

LIABILITIES

Capital Stock	\$ 1,000,000.00
Surplus	500,000.00
Undivided Profits	265,842.79

RESERVES:

For Taxes, Interest, Insurance, Contingencies, Etc.	223,684.79
For Depreciation—Bank Building	20,000.00

DEPOSITS:

Individual	\$10,712,088.00
Banks and Bankers	5,012,753.86
U. S. Government	1,076,326.50
Total Deposits	16,801,168.36

Total Liabilities \$18,810,695.94

Member Federal Reserve System

Member Federal Deposit Insurance Corporation

Bartlesville

Continued from Page 14

missioners who serve without pay. Taxes for city administration compare very favorably with those of other Oklahoma cities.

The following summary of facts about Bartlesville shows why it is regarded as an ideal business and home community:

Four modern hotels.
Two daily newspapers.
Excellent utility service.
Three fine golf courses.
Four city parks (seventy-four acres).
A modern municipal airport.
Payroll of \$800,000 monthly.
Three hundred mercantile establishments.
Modern sewerage disposal plant.
Zinc smelters (employing 350 men).
Twelve schools and junior colleges.
Three hundred and fifty thousand dollar civic center and auditorium.
Washington County Memorial Hospital.

Thirty churches of the various denominations.

Two national banks (with resources of \$10,000,000).

Value of manufactured products over \$6,000,000 annually.

Two trunk line railroads and two National highways.

Three savings and loan associations (with resources of \$5,000,000).

Twenty-six miles of paved streets and fifty-six miles of paved highways in the county.

Y. M. C. A. rated as one of the country's best.

Y. W. C. A. received National recognition for efficiency and service.



Bowen Planes Advertise Centennial Exposition

Air travelers and visitors at Texas airports are constantly reminded of the Texas Centennial to be held in Dallas during 1936. All Bowen planes, Vultee Transports, carry the display of the flags on both sides of planes which fly between San Antonio, Austin, Houston, Dallas and Fort Worth.

Governor James V. Allred, a regular passenger on the Bowen Line, recently commented on the display saying, "It exhibits a fine spirit of co-operation among all Texans to make the Centennial a success in every detail. They are our first flying billboards—spreading the news of Texas' one hundredth birthday party."



A recent survey of tour and travel agencies reveals preparations being made to serve a great increase in travel into the Southwest in 1936 as result of the opening of the Pan-American Highway to Mexico City coincident with the Texas Centennial Exposition in Dallas. American Express, Greyhound and several railroads have announced plans for all-expense tours to Dallas during the World's Fair.

18 years in Dallas

TITLE INSURANCE
ABSTRACTS

Service That Satisfies

**Dallas County
Abstract & Title Co.**
502 S. W. Life Bldg. Phone 2-8514

TRAVEL
in
LUXURIOUS
COMFORT

Fly
BOWEN
to

South Texas

4 Schedules Daily

● BREAKFAST IN DALLAS

Spend a Business Day
in
Houston, Austin or
San Antonio

● BACK IN DALLAS FOR DINNER

**6th YEAR SERVING
DALLAS**

Advertising Federation Elects Grant Governor

The new Texas is here and the new advertising age has arrived in the Southwest, according to Will C. Grant, advertising director of the Lone Star Gas System, recently elected governor of the Tenth District, Advertising Federation of America. Mr. Grant was elected to head organized advertising in the Southwest



WILL C. GRANT

at the annual convention of the District in Oklahoma City November 1 and 2.

Neal Barrett of Oklahoma City was elected first lieutenant governor, Michael Murphy of Houston second lieutenant governor and Will S. Henson of Dallas secretary-treasurer.

At the convention the new governor made a plea for adherence to the advertising code of ethics and the elimination of unethical practices and racketeering in business.

Mr. Grant pointed out that Dallas for a number of years has been the advertising headquarters of the Southwest since perhaps more advertising is prepared in Dallas and placed in publications outside of the city than is true for any other Southwestern city. And now, with the Texas Centennial and the entire State alive to its potential power, advertising is to take a seat at the top of industry. He said that one of the jobs of organized advertising in the Southwest is to assist all types of advertising, to protect advertising from racketeers, more and more to popularize this great industry.

The Tenth District convention is to be held in Dallas next year and the officials of the organization hope to make it a great advertising roundup.

Mr. Grant is past president of the Dallas Advertising League, the oldest luncheon club in the city, and has been active in advertising and newspaper circles in the Southwest for a decade.



Beautiful, substantial and modern, the Allen Building stands clear on all sides for light and ventilation. Equipment, service and reputation unsurpassed. Conservative in tenant selection.

ALLEN BUILDING

Commerce and Ervay
R. R. WILSON, Bldg. Mgr. Phone 2-9296

Five Floors of Modern Offices

Conveniently located . . . Reasonably priced . . . Carefully serviced . . . On long lease or from month to month.

There is prestige in the address, value in the offices themselves and the advantages of the Dallas Athletic Club add to its desirability as a business home.

DALLAS ATHLETIC CLUB BUILDING

TITLE INSURANCE

CORRECT ABSTRACTS

HEXTER TITLE & ABSTRACT COMPANY, INC.

Exclusive Dallas Agents for
Employers Casualty Com-
pany of Dallas

1213 Main St. Phone 2-8013

VICTOR H. HEXTER, Pres.
LOUIS J. HEXTER, Vice-Pres.

Speed—Accurateness

Individualized Service

A DALLAS INSTITUTION

Serving all Texas Merchants
with High Grade Candies
and QUALITY BAKERY
PRODUCTS

Exclusive Manufacturers

BROWN'S SALTINE FLAKES

"The Perfect Soda Cracker"

Employing more than 1,000
Texas people and using
large quantities of
Texas raw
materials

BROWN CRACKER & CANDY COMPANY DALLAS

Branches at: Amarillo, Austin, Beaumont, El Paso,
Ft. Worth, Houston, San Antonio and Wichita Falls



Catalogue Covers
Loose Leaf Binders
Rebinding
Let us help you make your
sales covers more effective.
Ask about our quick opening
catalogue covers.

AMERICAN BEAUTY
COVER CO.
1900-8 Orange Dallas

Color, Romance, and Grandeur have been
preserved for Texas and the great South-
west. It is the land where the Hospitality
of the South blends with the color of the
Golden West.

Our company is among the retail mer-
chants early identified with Dallas and
the Southwest.

S. H. KRESS & CO.

Elm Street, Dallas, Texas

Established 1906

Phone 2-1147



SAM STERNKORB, Mgr. 1824 Canton St.

H. A. Spencer's Street Guide and
Index of Greater Dallas \$1.00
Phone 7-0182

Future of Agriculture in Texas Depends on Industrial Growth

TEXAS occupies a definite and im-
portant zone in a new industrialized
area that is fast coming into exist-
ence, and its complete development de-
pends upon its ability to follow a world-
course of industrial decentralization.

Explaining that an industrial migra-
tion is already going on in the State,
that population is shifting from country
to city despite the depression, that agri-
culture is having to bow to the leveling
influences of trade and manufacturing,
two University of Texas research econo-
mists have given the foregoing conclu-
sions in a recently finished survey of un-
employment and methods of reducing
unemployment in Texas. They are Elmer
H. Johnson, industrial geographer in the
Bureau of Business Research, and Dr. A.
B. Cox, director of the Bureau. The Dal-
las News summarizes their findings as
follows:

Dr. Cox says, "The already very large
urban population has prepared the way
for two important developments. One is
a great increase in manufacturing based
not only on Texas raw materials and
power resources but on a rapidly grow-
ing home market for industrial and con-
sumer goods, and the other is the re-
shaping of Texas agricultural industry
to produce food supplies for a large
metropolitan home market."

Great Fuel Reserves

Paralleling this statement is that of
Mr. Johnson: "There are no basic eco-
nomic reasons to prevent the further
growth and expansion of Texas industry.
Large fuel reserves (gas and petroleum
especially), chemical raw materials, ag-
ricultural resources, and the location of
Texas on the Gulf with access to cheaply
transported goods from other States
may bring to this State the movement
toward industrial decentralization which
is gradually becoming universal."

The two survey reports are an answer
to the request from the State Planning
Board and from Texas Rural Communi-
ties, Inc., for information to be used in
planning unemployment relief in the
State, special emphasis to be laid on em-
ployment in industry and agriculture.

The two reports come to essentially
the same conclusion. Agriculturally, Tex-
as is at the crossroads. Continuation of
agriculture in its present status would
mean continued long-range unemploy-
ment. It would mean necessarily a de-
creased standard of living. Declaring
that up to now agriculture has generally
been considered the most stable source of
employment in the State, the farmer in
the main being his own employer, the
statistician reports four reasons why ag-
riculture may have failed to bear the
burden placed on it:

1. The cotton restriction program elim-
inated work necessary to grow in part

and to harvest approximately 5,000,000
acres of land in 1934, and in 1933 and
1934 took away approximately \$20,000,-
000 in cotton picking, \$15,000,000 in gin-
ning, \$10,000,000 in compressing and
warehousing, nearly that much again in
transportation, and 1,500,000 bushels of
cottonseed with a working cost of near-
ly \$7,000,000.

2. Much agricultural employment is of
a seasonal nature which leaves tenants,
day laborers and share-croppers to bear
the brunt of agricultural unemployment.

3. Agriculture is rapidly becoming
mechanized.

4. Crop failures and inflation.

There are other compelling factors
which are making the Lone Star State
swerve from its agricultural course. Pop-
ulation movements is one of these
factors. In 1890, 61.8 per cent of the
total employable population of Texas
was employed in agricultural pursuits as
contrasted to only 36.7 per cent for the
whole Nation. Mechanical industries oc-
cupied only 8.9 per cent of the State's
population and 24.4 per cent of the Na-
tion's. After forty years, in 1930, the
percentage of agricultural workers in
Texas had dropped to nearly half, from
61.8 to 38.1 per cent. The drop for the
Nation was easier, being from 36.7 to
21.4 per cent. A more impressive story
was told in the mechanical industries.
The percentage in Texas rose from 8.9
per cent in 1890 to 17.5 per cent in 1930.
The National percentage increased from
24.4 to only 28.9 per cent. Trade pro-
portions between the State and the Na-
tion on the other hand have been kept in
accord. And as regards total population
figures resulting from the "on to the city
movement," urban dwellers now compose
forty-one per cent of the total population
with a rapid annual increase highly evi-
dent. The 1930 census showed 2,389,349
inhabitants living in Texas cities of 2,500
and over, as opposed to 3,435,367 rural
dwellers. In 1920 there were 3,150,539
rural inhabitants and 1,512,689 urban.

Industrialization the Solution

Dr. Cox's figures show a much heavier
percentage loss by agriculture during the
depression than by manufacturing and
the mechanical industries in the State.
The agricultural wealth of the State de-
creased from \$723,189,926 in 1929 to \$572,-
575,757 in 1933. The industrial wealth
showed a decrease for the same period
from \$483,008,187 to \$359,556,592. In-
dustrialization, then, is the remedy which
these economists who have observed
trends in Texas for more than a decade
would have Texas follow.

Answering questions as to the outlook
in agricultural employment, Dr. Cox says
that in the case of cotton growing it is
not very bright. The familiar situation
of a limited world market with other Na-

America will Carry On!

With war clouds rolling over Europe.

Japan invading China.

Constant Danger of being involved in trouble from all over the world.

Presidential election coming in '36.

The Centennial to support and put over.

The Will Rogers Memorial to work for.

—but America will Carry On—particularly during the Holidays. In the midst of all this "Carrying On" don't forget that I am one of the first to wish you and yours a Merry Christmas and a Happy New Year.

HUGH CARGO

Advertising Illustrations
Top o' the Allen Bldg.
Dallas



DALLAS TRANSFER and Terminal Warehouse Co.

(Established 1875)

E. D. Balcom

Gus K. Weathered

2nd Unit Santa Fe Building

Warehouse, Office and Display Space
Heavy Hauling

AGENT, ALLIED VAN LINES, INC.

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JNO. J. JOHNSON

1912 N. St. Paul St.

Phone 2-8067

tions rapidly increasing production is in evidence. He states, however, that Texas is a deficient food-producing area for many products. There is plenty of room for the amplification of the poultry and dairy industries in the State, to cite two examples. There is a need for the more efficient utilization of timber in East Texas and of mineral products over the whole State. Development of these can be made the basis of increased manufacturing in these regions. In turn, this will provide the base upon which food-producing agricultural crops may be expanded.

There is a chance for farmers to produce great quantities of raw products which could find a ready market in decentralized plants, located not only with reference to raw materials but also with regard to commercial accessibility to existing and potential markets.

The chief difficulties here seem to be the lack of capital in Texas and the fact that the people are not "industrial minded." They have never been trained to think about the future of the State and frequently have no knowledge of the economic and social trends that materially affect its economic growth.

A large section of Mr. Johnson's report is given over to the industrial possibilities of the State as a means of relieving unemployment. Here the chemical industries stand foremost, being a virtually untouched source of almost limitless potential wealth. Under a decentralized industrial economy he also sees chances for a remarkable increase in Texas of the textile and canning industries.

The trends in agriculture in Texas will be largely governed by the development of manufacturing and commerce, Dr. Cox states. There is little hope, therefore, successfully to plan Texas agriculture without a thorough knowledge of the possibilities and trends of manufacturing and the mechanical industries in the State. Locations of agricultural communities supplying food and raw materials will be governed largely by the location of manufacturing units.

The two reports will be submitted to the Planning Board and to Texas Rural Communities, Inc., and will give these agencies a basis from which to work for long-range relief of unemployment in the State.

New Texas Corporations

The Secretary of State at Austin reports the formation of one hundred new Texas corporations during September, with combined capitalization of \$1,594,000. Twenty-two foreign corporations were granted permits to do business in Texas.

Classification of the Texas corporations follows:

Oil	29
Manufacturing	3
Banking-finance	9
Real estate-building	7
Transportation	3
Merchandising	32
General	22



Pushing On . . .

We are keeping the HILTON HOTELS ahead in the parade to better, pleasanter, more comfortable things. Pushing on . . . always seeking more ways to make our guests glad they came.

You can always pay more—but no hotel can offer you more—at any price.

Rooms: \$2, \$2.50, \$3
No Higher

The HILTON HOTEL At Dallas

Other Hilton
Hotels at

El Paso :: Lubbock
Abilene :: Plainview

Numerical Directory 1935 - No. 2 Edition

Price reduced to \$3.00 each. Very useful for city saleswork, collections and deliveries.

H. A. SPENCER

716 Gulf States Bldg.

Phone 7-0182

R. F. Hicks Company

Agents for

Farm and Home Savings and Loan Association
of Missouri

Loans on Approved City Real Estate

1217 Main Street

Phone 2-6817

FOR A THIRD OF A CENTURY

This Stock Company has protected property of the business men of Texas with Dependable Fire Insurance.

Represented by Better Agents Everywhere

REPUBLIC INSURANCE COMPANY

Fire

Dallas, Texas

Allied Lines



Make Light a Partner for Xmas Sales

CHRISTMAS shoppers flock to the stores where lighted decorations beckon them gaily and illumination makes shopping easy. You can't welcome Santa Claus and bigger seasonal profits without light on your sales force.

Use light in your holiday decorations, your windows and wherever merchandise is displayed for sale. The illustration shows how effective light can be. Your electric service company will help you plan schemes to fit your business, inside or outside. There is no cost or obligation. Phone 2-9321.



DALLAS POWER & LIGHT COMPANY

Dallas Leads Southwest in Wholesale Sales

The 1929 Census of Distribution placed Dallas thirteenth in the United States as a distributing center. The Census of Distribution for 1933 shows that Dallas has strengthened its position as the distributing center for the Southwest, having shown a smaller percentage of decline over the peak 1929 figures than any other Texas city.

Dallas' total net sales in 1933 were \$318,433,000, more than the second and third cities in the Southwest combined and approximately as much as the next three Texas cities combined.

The 1933 totals for the leading Southwestern cities were:

City—	Net Wholesale Sales for 1933
Dallas	\$318,433,000
Houston	211,610,000
Oklahoma City	89,195,000
Fort Worth	81,878,000
San Antonio	58,063,000
Tulsa	54,706,000
El Paso	30,381,000

Dallas' wholesale sales in 1933 exceeded New Orleans, even with that city's river and ocean transportation facilities, the New Orleans total being \$295,276,000, or twenty-three million dollars less than the Dallas total.

The 1933 Census of Distribution shows that Dallas sells more dry goods at wholesale than all other cities in the Southwest combined.

In Texas, Dallas sold approximately eighty-five per cent of the State's total of amusement and sporting goods, thirty-five per cent of the drugs and drug sundries, eighty per cent of the clothing and furnishings, forty per cent of the electrical goods, one third of the furniture and house furnishings, and one third of the automotive products, to name only a few of the typical classifications.

As compared with the 1929 peak totals, the following table shows the percentage of decline of the 1933 figures from the 1929 figures:

City—	Decline of 1933 Figures from 1929 Figures
Dallas	56.3 per cent
Houston	59.3 per cent
Oklahoma City	69.0 per cent
Fort Worth	70.4 per cent
San Antonio	56.6 per cent
Little Rock	67.0 per cent
El Paso	59.2 per cent

The decline of the 1933 figures from the 1929 peak was accounted for by both a decline in volume and sharp decreases in prices. With both prices and volume steadily increasing, particularly the latter, today's dollar volume in Dallas is probably nearer the 1929 total than the 1933 figures.

Illegal Riders Serious Problem of Railroads

The increase in the number of trespassers on railroad property and illegal train riders due to the unemployment situation throughout the country is proving a serious problem to the railroads, a monthly average of nearly 616,000 trespassers alone having been ejected from trains and premises of sixty-five of the largest Class I carriers, according to a report submitted by the Protective Section to the first annual meeting of the Association of American Railroads held in Chicago.

"Trespassers on railroad property and illegal train riding," the report said, "have been extremely difficult to handle, particularly during the past few years when widespread unemployment has aggravated the situation.

"As an indication of the magnitude of the transient problem, the Protective Section has secured reports from approximately sixty-five large Class I railroads which showed the approximate number of illegal train riders or trespassers removed from trains, prevented from getting on trains, or ejected from railroad premises but not arrested, during the months of May, June, July, and August, 1935. These reports showed that there was a progressive increase in June and July while August was practically the same as the preceding month. The average monthly total of such cases reported by the sixty-five railroads was 615,638 transients.

"In a great many towns and cities of the country, it is practically useless to arrest and charge such persons with the illegal train riding or trespassing, as the local authorities in the big majority of cases simply discharge the arrested person from custody and order him to get out of town. He then naturally drifts back to the railroad.

"Representatives of the Protective Section have had a number of conferences with officials of the Federal Emergency Relief Administration in charge of camps for transients throughout the country and have submitted to the Federal Director of Transient Activities a concrete plan which it was believed would materially assist in curbing illegal train riding of transients, from one transient camp to another. The proposed plan, however, was not placed in effect and there has been no material improvement."

Reports compiled by the railroads show that since 1930 there has been an almost steady increase in the number of fatalities among trespassers on railroad property. The greatest number in any one year was in 1933 when 2,892 trespassers were killed either in train accidents or in connection with the operation of trains. In 1934 there were 2,697 fatalities, and in the first seven months of this year 1,486 were killed.

CONDENSED STATEMENT OF THE CONDITION OF THE LIBERTY STATE BANK

DALLAS, TEXAS

At the Close of Business November 1, 1935

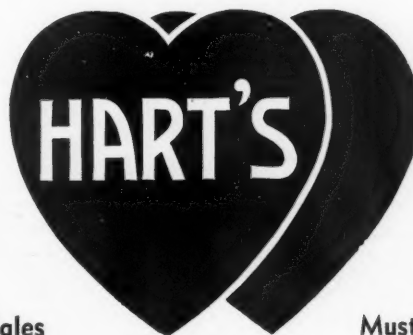
RESOURCES		
Loans and Discounts		\$1,067,308.69
Overdrafts		10,826.88
Furniture and Fixtures		16,750.00
Banking House Improvements		4,000.00
Other Real Estate Owned		90,980.00
F. D. I. C. Temporary Account		2,806.72
County and Municipal Bonds and other Securities	126,872.75	
U. S. Government Securities	1,054,105.66	
Cash in Vault and with Other Banks	326,432.38	1,507,410.79
Customers' Securities		37,825.00
TOTAL		\$2,737,908.08
LIABILITIES		
Capital Stock	150,000.00	
Capital Debentures	100,000.00	250,000.00
Surplus Earned		23,500.00
Undivided Profits—Net	15,540.56	
Reserved for Debenture Retirement	6,000.00	
Reserved for Contingencies, Insurance, etc.	28,160.44	49,701.00
Deposits: Individual	1,732,815.12	
U. S. Government	59,594.61	
Municipal Funds	132,501.29	
State Funds	451,971.06	2,376,882.08
Customers' Securities Deposited		37,825.00
TOTAL		\$2,737,908.08

Adleta Show Case & Fixture Mfg. Co. OFFERS YOU . . .

a line of Display Equipment designed and
built to sell more merchandise PROFITABLY

Our designing facilities are at your disposal
. . . No obligation . . . Call us today . . .
Phone 2-4144

Adleta Show Case & Fixture Mfg. Co.
1900 Cedar Springs Dallas, Texas



First in
Dallas in
Furniture Sales

Such
Popularity
Must Be Deserved

HART FURNITURE CO.
ELM AT HARWOOD

A Texas Institution



THE BAKER HOTEL Dallas

700 Rooms and Baths,
offering the absolute
BEST in hotel service.

DINING ROOM
COFFEE SHOP
"CAVE"TERIA

Home of the Nationally Known
PEACOCK TERRACE and
CRYSTAL BALLROOM

RATES: \$2 AND UP

Stewart Title Guaranty Co.

Capital \$1,500,000.00

The Oldest, Largest and Strongest Title
Company in the Southwest

Abstracts—Escrows—Title Insurance

Stewart Title Guaranty Co.

1221 Main St.

Phone 2-8491



Typewriters
Adding Machines
Repairs and
Supplies

S. L. EWING CO.

"In Dallas Since 1902"

1606 Commerce Street

Dallas, Texas

Lumber Survey Reveals Interesting Facts

Interesting facts concerning the domestic consumption of Southern pine lumber and timber products are disclosed in the analysis of a study of the sales distribution of 1,020 sawmills located in fourteen producing States for eleven months of 1934, from January to November, inclusive, which has just been completed by the statistical department of the Southern Pine Association. The figures on Southern pine sales in 1934 were collected under certain provisions of the late Lumber Code, which were abandoned in December, 1934, when collection and tabulation of complete sales statistics ceased. Hence sales figures for only the first eleven months were available for the study. Tables showing distribution of the output of each producing State are given in the sales report.

The 1,020 mills included in the study are located in the States of Alabama, Arkansas, Florida, Georgia, Louisiana, Kentucky, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas and Virginia. These 1,020 mills, it is stated, in the eleven months' period, sold 1,938,522,000 feet of Southern pine in the domestic market, or approximately fifty per cent of all domestic business placed with Southern pine mills for the eleven months of 1934. Of the total domestic sales of Southern pine made by the 1,020 mills in this period, Texas was the leading consumer, a rank which this State has held for some years. Texas alone took 302,778,000 feet, or 15.6 per cent of the total. Ohio was the second ranking consumer with 8.2 per cent of the total; Illinois third with 7.4 per cent; Pennsylvania fourth with 5.9 per cent; Indiana fifth with 5.7 per cent; Michigan sixth with 5.6 per cent; New York seventh with 5.3 per cent; Missouri eighth with 4.9 per cent; Louisiana ninth with 4.3 per cent, and Oklahoma tenth with 3.6 per cent. The six first mentioned States took nearly one half of all Southern pine sold in 1934.

The study shows that 50.8 per cent, or slightly more than one half, of all Southern pine domestic sales in 1934 went north of the Ohio River to twenty or more States, indicating that Southern pine manufacturers have most important and valuable markets in the Northern, Central and Eastern territories. Ten of the eleven chief producing States are shown to be among the larger buyers of their own Southern pine production, the only exception among the eleven principal producing States being Virginia, which ranks fifth among the consumers of its pine production. Four States—Florida, Georgia, Oklahoma and Texas—are their own leading consumers. Florida took 61.5 per cent of its 1934 sales; Georgia, 17.5 per cent; Oklahoma, 64.3 per cent, and Texas, 69.3 per cent of their own sales.

The study shows that the eleven chief producing States moved 26.1 per cent of

Do You Understand "Electro- Chemical" Cell Balance?

... Then Come and See!

We want all the "doubters" ... all the "skeptics" ... as well as those who earnestly seek after truth and health ... to come and see the progress we are making in the application of this Revolutionary Cell Balance treatment for Cancer and other Chronic Diseases.

Day after day we are PROVING the effectiveness of this safe and painless internal method of treatment ... saving many patients from the suffering of needless operations ... from X-Rays, Radium, Vaccines and Serums.

If you are a sufferer, don't take ANYTHING for granted, nor take the word of anyone who has not made a personal investigation of this Cell Balance treatment. COME ... have a free consultation with Dr. Spann ... and start today on the right road to new health and happiness.

NOTE OUR FACILITIES TO
SERVE YOU—

Over forty treatment rooms. Under supervision of graduate physician of many years' experience. Thorough X-ray and other laboratory examinations. Careful analysis of your case history. Careful and scientific diagnosis. Thorough, individual attention in treatment of all chronic diseases amenable to modern scientific and proven methods are in use by trained technicians.

Remember—Consultation Is Free

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1912 N. St. Paul St.

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Dallas, Texas

Quality Foods

Quick, Courteous Service

Popular Prices



The Pig Stands Co., Inc.

their sales within their own boundary lines, or intrastate, while 73.9 per cent moved to other States, or interstate. Of this 73.9 per cent, other chief producing States took 13.5 per cent while the remainder, or 60.4 per cent, moved principally to non-producing States. The heaviest intrastate distribution is shown to be in Texas, Oklahoma and Florida.



Home Building Starts Construction Upward

Partly because of private activity, partly because of the momentum of the WPA program, the construction industry has begun to zoom. For October the volume of construction undertaken in the thirty-seven Eastern States totaled \$200,863,700, according to F. W. Dodge Corporation. This was the highest monthly volume reported since that shown for December, 1933, which, incidentally, was the month of peak undertakings of the original PWA program. Excluding December, 1933, one must go back to the records of the Autumn of 1931 to find construction totals larger than the one turned in during October. Last month's record compares with \$167,376,200 for September and was almost fifty per cent greater than the total of \$135,224,800 reported during October, 1934.

For October the residential total, as apart from other classifications, amounted to \$55,100,300 in the thirty-seven Eastern States. This was more than twice the total of \$26,299,800 for October of last year and represented a gain of more than thirty per cent over the September, 1935, total. For the ten-month period ended October residential building amounted to \$394,007,800 as against \$214,379,900 for the first ten months of 1934. Practically all of this eighty-four per cent gain was due to private building as distinguished from housing construction of public agencies.

Non-residential building awards during October in the thirty-seven Eastern States amounted to \$59,448,400 as against \$49,420,100 for September and only \$43,685,600 for October of last year.

Heavy engineering jobs, embracing both public works and public utilities, amounted to \$86,315,000 in October for the same area. This contrasts with \$76,145,300 for September and \$65,239,400 for October, 1934.

For the elapsed months of 1935, the Dodge bulletin states that "total construction of all descriptions undertaken in the area east of the Rock Mountains amounted to \$1,392,561,400 as against \$1,338,732,000 for the corresponding ten months of 1934."



Alexander Motor Company, Inc., 2210 Pacific Ave., has been appointed local distributors for Dodge and Plymouth automobiles and Dodge trucks, according to an announcement by the Chrysler Corporation.

Accountants

AND

Auditors

ERNST & ERNST

1109 First National Bank Building

7-2263

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Sales
and
Service

1215 S. Lamar



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R. E. EAGON }

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The Shaw-Walker Ideal Index is being used by many progressive businesses because it has proved itself to be perfectly suited to a file in which the volume of material and number of correspondents are fairly constant. We will be glad to send representative to demonstrate.



CLARKE & COURT'S

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1506-08 YOUNG ST.

PHONE 7-8836



Tradesmen, supply merchants and exhibitors for the Centennial will find ample dry and cold storage at this well known warehouse in the heart of Industrial Dallas. Unlimited capacity and experienced management.

Morgan Warehouse & Commercial Co.

DALLAS, TEXAS

Dallas Gets Enlarged Cotton Oil Journal

The Ginner & Miller Publishing Company, 36-year-old commercial printers and publishers of Dallas, recently announced their purchase of The Cotton Oil Press of Memphis, Tenn., formerly the official organ of The National Cottonseed Products Association, Inc., an association of cottonseed oil mills in the United States.

The Cotton and Cotton Oil News, published for many years by The Ginner & Miller Publishing Company, was combined with The Cotton Oil Press, effective November 1, and made a slight change in its name. The publication is now called The Cotton and Cotton Oil Press and, like its predecessors, serves cotton ginner and cotton oil millers throughout the entire Cotton Belt. Also effective November 1, The Cotton and Cotton Oil Press became the Official Magazine of The National Cottonseed Products Association, and will carry that organization's official communications and news releases to cotton ginner and cotton oil millers.

The National Cottonseed Products Association, in selecting The Cotton and Cotton Oil Press as its Official Magazine, pointed out that the cotton ginning and cotton oil milling industries had long needed a medium able to contribute materially to a better understanding and a closer relationship between the two industries this old and well-known publication has served for so many years.

The office and printing plant of The Ginner & Miller Publishing Company are located at 3116-18 Commerce Street. Officers of the company are Richard Haughton, President; W. G. Oliver, Vice-President and Treasurer, and Billy Haughton, Vice-President and Secretary.



Net Operating Income of Railroads Down

Class I railroads in the United States for the first nine months of 1935 had a net railway operating income of \$321,994,682 which was at the annual rate of return of 1.70 per cent on their property investment, according to reports filed by the carriers with the Bureau of Railway Economics of the Association of American Railroads. In the first nine months of 1934, their net railway operating income was \$344,585,784 or 1.81 per cent on their property investment.

Property investment is the value of road and equipment as shown by the books of the railways including materials, supplies and cash. The net railway operating income is what is left after the payment of operating expenses, taxes and equipment rentals but before interest and other fixed charges are paid.

This compilation as to earnings for the first nine months of 1935 is based on reports from 145 Class I railroads representing a total of 237,833 miles.

Gross operating revenues for the first nine months of 1935 totaled \$2,511,921,-

427, compared with \$2,464,173,008 for the same period in 1934, an increase of 1.9 per cent. Operating expenses for the first nine months of 1935 amounted to \$1,916,671,363, compared with \$1,835,085,595 for the same period in 1934, an increase of 4.4 per cent.

Class I railroads in the first nine months of 1935 paid \$182,653,401 in taxes compared with \$188,055,281 in the same period in 1934 or a reduction of 2.9 per cent. For the month of September alone, the tax bill of the Class I railroads amounted to \$20,819,370, an increase of \$965,545 or 4.9 per cent above the same month in 1934.

Thirty-one Class I railroads failed to earn expenses and taxes in the first nine months of 1935, of which nine were in the Eastern District, six in the Southern and sixteen in the Western District.

Class I railroads for the month of September alone had a net railway operating income of \$57,359,339, which, for that month, was at the annual rate of return of 1.89 per cent on their property investment. In September, 1934, their net railway operating income was \$41,713,425, or 1.37 per cent.

Gross operating revenues for the month of September amounted to \$306,960,214, compared with \$275,539,656 in September, 1934, an increase of 11.4 per cent. Operating expenses in September totaled \$218,040,299, compared with \$203,220,059 in the same month in 1934, or an increase of 7.3 per cent.

◆◆◆ Freight Traffic Highest in Last Three Years

Freight traffic so far this year surpasses any corresponding period since 1931, according to a report of the Car Service Division of the Association of American Railroads. Since August there has been a distinct upward trend in the number of cars loaded with revenue freight on the railroads of this country compared with the corresponding period last year and this improvement is expected to continue the remainder of the year.

In the first forty-three weeks this year, that is until October 26, loading of revenue freight amounted to 26,020,342 cars, an increase of 122,950 cars or five tenths of one per cent compared with the corresponding period in 1934 and an increase of 1,773,181 cars or 7.3 per cent compared with the corresponding period in 1933. It also was an increase of 2,513,602 cars or 10.7 per cent above the same period in 1932, but a reduction of 5,736,815 cars or 18.1 per cent under 1931.

Due to improvements that are constantly being made in the construction of locomotives and freight cars, and also in methods of operation, shippers are being provided by the railroads with the best service ever afforded the public. This is shown by the speed with which freight is being moved today by the rail carriers. In the first six months of 1935, the average number of miles traversed by a freight train in twenty-four hours

● Our factoring service is available to all Southern manufacturers, wholesalers and mill agents.

We finance your orders or furnish working capital with which you may profitably increase your volume. ●

Commercial Factors of Texas

Industrial Financing

SANTA FE BLDG.

DALLAS, TEXAS

STATEMENT

OF CONDITION AS OF NOVEMBER 1, 1935

RESOURCES

Cash and Exchange	\$7,540,645.42	
U. S. Government Securities	4,246,821.15	\$11,787,466.57
Stock in Federal Reserve Bank		63,000.00
Other Bonds and Securities		1,530,950.65
Loans and Discounts		8,541,080.23
Vaults, Furniture and Fixtures		148,854.92
Other Real Estate		111,881.78
Temporary Fund—Federal Deposit Insurance Corp.		15,064.56
Charged Down Real Estate and Stock of Security Affiliate		1.00

TOTAL \$22,198,299.71

LIABILITIES

Capital Stock—Preferred	\$1,000,000.00	
Capital Stock—Common	1,000,000.00	\$ 2,000,000.00
Surplus and Undivided Profits		450,824.90
Reserve for Preferred Stock Dividend		8,750.00
Reserve for Common Stock Dividend		50,000.00
Reserve for Taxes and Interest		30,872.91

Deposits:

Individual	\$12,009,405.01	
Banks and Bankers	7,266,848.64	
U. S. Government	381,598.25	
Total Deposits		19,657,851.90

TOTAL \$22,198,299.71

Member Federal Deposit Insurance Corporation

MERCANTILE NATIONAL BANK

In the Magnolia Building / / / Dallas



THE AMBASSADOR HOTEL APARTMENTS

Dallas' Newest and Finest

A modern fireproof hotel . . . Every room with combination tub and shower . . . outside exposures.

Efficiency Apartments from \$50 to \$65.

Bedroom Apartments \$80.00 up.

Daily rate \$2 to \$10.

Single Rooms \$35 and \$40.

ERVAY at CITY PARK

DALLAS, TEXAS

W. B. PASSONS, Manager

Business Men of Dallas:

When in need of a well-trained stenographer or bookkeeper, please phone us, 7-8514. We shall appreciate the favor very much.

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Foremost in Dallas Since 1887

Cowser & Company

GOOD LUMBER

Since 1876

Complete Stock of Building Materials

Modern Mill in Connection

3121 Grand Ave., Corner Trunk

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Dallas, Texas

TITLE INSURANCE ABSTRACTS

Telephone 2-5405 • 1204 Main Street

Fidelity Union Abstract & Title Co.

F. R. BOWLES, V.-P. & Title Officer

Southwestern Blue Print Company

H. F. KOCH, Manager

PHOTOSTAT PRINTS

405 SOUTH AKARD ST. 2-8084 CONSTRUCTION BLDG.

was 386 miles, which was an increase of nearly fifty per cent compared with the average in 1923.

Due to improvements in construction that have been made in the last ten years, the average tractive power of locomotives is now 24.6 per cent greater than in 1923. At the same time, there has been an increase of 11.5 per cent in the average capacity of freight cars due to the replacement of obsolete equipment by equipment of more improved design. This has enabled the railroads to bring about a reduction in the number of locomotives and freight cars with a resulting saving in capital investment and yet continue to provide adequate transportation facilities.

The average revenue of the railroads for handling a ton of freight one mile is now more than twenty-three per cent less than it was in 1921. In that year it was 1.275 cents per ton while in 1934 it was only 98/100 of one cent.



Lower Accident Rate in Petroleum Industry

Frequency of fatalities in the petroleum industry declined seventeen per cent in 1934, and the severity of injuries declined eleven per cent, H. N. Blakeslee, director of the Department of Accident Prevention, reported at the American Petroleum Institute's sixteenth annual meeting in Los Angeles. Director Blakeslee said that during the same period the all-industry average of fatalities increased eleven per cent, and severity five per cent.

As a direct result of the aggressiveness of oil companies in protecting lives, a comparison of the petroleum industry accident records of the last four years with records for the preceding four years indicates decreases of 21.8 per cent in fatalities, of 44.8 per cent in injuries per 100 men, and of 24.9 per cent in days lost from injuries per man.



Cast Iron Pipe Office

The Cast Iron Pipe Trade Recovery Committee of the Cast Iron Pipe Research Association has opened offices in the Praetorian Building in Dallas under the supervision of C. E. Hanloff. The facilities and statistics of the office are being made available to cities and towns in Texas, Oklahoma, Louisiana and Arkansas, to assist in the general preparation of data and in expediting applications for Federal funds, for water works, sewer improvements and other projects of similar nature.



The Port of Beaumont reports a tonnage gain for September over the same month last year of 76,830, the total tonnage for September, 1935, being 1,345,838, as compared with 1,269,008 for the corresponding month in 1934. For the first nine months of this year the port reports a gain of 536,239 tons over the first three quarters of 1934.



FURNISHING
TEXAS
HOMES
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1876

24 Years

Dependable service to merchants of the Southwest.

Our location at 710 Main Street is in the heart of the wholesale district.

We carry for immediate shipment the largest and most complete stock of footwear in the South.

We invite you to make yourself at home with us.

Graham-Brown Shoe Co.
DALLAS, TEXAS

FOR RENT

FOLDING CHAIRS

Also . . . Tables With Detachable Legs for Conferences and Public Meetings.

Cannon Ball Towel Supply Company

2011 Orange

Phone 2-9083



Wholesale Merchants Building

The pivotal point of the Dallas Wholesale Market. Space available in small or large units at very moderate rentals.

912 Commerce Street
Phone 2-3725 Dallas, Texas

Last Year 11,613 Bed Patients

AMONG THEM

1,005 new mothers
1,018 new babies
982 other little children, many of them cripples
52 incubator babies
5,607 surgical cases

A GOOD PLACE TO GET WELL

BAYLOR UNIVERSITY HOSPITAL

Class A Rating
Dallas, Texas

Also

Baylor University College of Medicine Class A Rating	Baylor University College of Dentistry Class A Rating
Baylor University School of Nursing Class A Rating	

Business Opportunities

National Sales Corporation, 31-35 East Thirteenth Street, Cincinnati, Ohio, wants to contact firm or individual to act as sales representative for the sale of toy marbles and marbles used in pin game machines, on commission only.

* * *

American Felt Company, 315 Fourth Ave., New York, N. Y., wants firm or individual to sell line of felt goods in Texas.

* * *

Fishoilene, Inc., 7201 Wentworth Ave., Cleveland, Ohio, wants salesman for "Fishoilene," a rust preventative.

* * *

Paramount Lingerie Co., Inc., 70 Beach St., Boston, Mass., wants representative to sell a line of women's undergarments on commission.

* * *

Morse Chain Company, Ithaca, N. Y., wants sales representation in the Southwest on a line of domestic coal stokers.

* * *

Midland Chemical Laboratories, Inc., Dubuque, Iowa, wants salesman for Texas for a line of dry cleaning specialties, insecticides, disinfectants, etc.

* * *

Sterling Engine Company, 1252 Niagara St., Buffalo, N. Y., is introducing an instrument called the "Flo-Rator" used to indicate the viscosity of molasses, cream, paint, varnish, clear soups or syrups, and is seeking sales representation in the Southwest for this instrument.

* * *

William H. Floyd & Company, 1206 Maple Ave., Los Angeles, Calif., are seeking a manufacturers' agent or broker in Dallas to contact the drug, paint and varnish, soap, and other edible and inedible vegetable oil and fat consuming industries, for the sale of imported raw materials used by these industries.

* * *

Auto FYRstop Company, 2035 Washington Ave., Philadelphia, Pa., wants distributor in the Southwest for a line of automobile fire extinguishers and alarms.

* * *

H. Richard Homer, 20 Madison Ave., Cranford, N. J., wants to contact Dallas manufacturers interested in sales representation on a commission basis in the New York metropolitan area.

* * *

Hurricane Sales Company, 114 East 28th St., New York, N. Y., manufacturers' sales agent, wants to represent Dallas manufacturers of items selling to the grocery, stationery or drug trades in the New York region.

TO OUR Southwest FRIENDS

St. Paul's Hospital appreciates the privilege of serving you. As a Dallas institution we number among our many friends thousands upon thousands of patients and their families who come here not only from Texas but from all the surrounding states as well. And among them we know of many who come to Dallas for treatment because of the national reputation accorded our medical men of this city; efficient in every specialty of medicine.

ST. PAUL'S HOSPITAL

3121 Bryan Street Dallas, Texas

Attractive Quarters



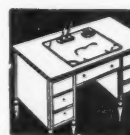
in this modern well-located building are available at exceptionally moderate rentals.

Practice

thrift and economy without sacrificing your comfort or prestige. You can do it by becoming our tenant.

Fidelity Building

1000 Main Street 2-7779



Used Office Furniture
Bought, Sold, Repaired and
Refinished

J. B. HARPOLD

1708 Commerce Street
Phone 7-6846

Manufactured in Dallas
Chrome Furniture and Display Fixtures



SALES ROOM:
 1006 COMMERCE

FACTORY:
 913-17 POWHATTAN



STANDARD FIXTURE, INC.

BARROW, WADE, GUTHRIE & CO.

(Established 1883)

Accountants and Auditors

DALLAS, TEXAS
 711 Santa Fe Building
 Telephone 7-6259

HOUSTON, TEXAS
 1421 Esperson Building
 Telephone Capitol 6515

OTHER PRINCIPAL OFFICES

New York, N. Y.
 Chicago, Ill.
 Boston, Mass.
 Philadelphia, Pa.
 Utica, New York
 Detroit, Mich.
 Cleveland, Ohio

San Francisco, Cal.
 Los Angeles, Cal.
 Seattle, Wash.
 Portland, Ore.
 Baltimore, Md.
 St. Louis, Mo.
 Tulsa, Okla.

Montreal, Canada
 Toronto, Canada
 Mexico City, Mexico
 Buenos Aires, Argentine
 Rio De Janeiro, Brazil
 Para, Brazil
 Sao Paulo, Brazil
 Melbourne, Australia

London, England
 Manchester, England
 Glasgow, Scotland
 Paris, France
 Berlin, Germany
 Hamburg, Germany
 Antwerp, Belgium
 Sydney, Australia

Evening Clothes

Full Dress—Tuxedo

Correctly Styled

Hand Tailored

GRAY & GRAHAM CO.

TEXAS' LEADING TAILORS

1009 Main Street

Dallas, Texas

Manufacturers **SINCE 1906** *of* **BUSINESS ENVELOPES**

HESSE
Envelope Company
 2-3292
 DALLAS

Junior Chamber Activities

Board Nominees

The following have been nominated for the 1936 directorate by a committee headed by J. Frank Parker:

For re-election, H. D. Dunlap, W. O. Cooper, Ed S. Greer, J. S. Hudson, Phil Kirchhaine, R. W. McDonald, W. E. Mitchell, H. H. Nichols, R. M. Olmsted and James Stewart.

New candidates, W. C. Alexander, Lonnie Allmond, W. R. Bagby, M. R. Bobbitt, R. B. Hill, Gaston Hallam, Hubert Langley, Porter Lindsley, Jr., Durwood Mahon, Olin C. Turner, Ora Massey, George Mixon, Hal Newman, Andy Patton, Lawrence Payne, Tom H. Peavy, C. P. Smith, Dr. Tom Smith, Gordon Treadaway and Samson Wiener.

Of these thirty, twenty will be elected by secret ballot during the first week in December.

* * *

Americanism Week

At a national board meeting of the United States Junior Chamber, held recently in Omaha, it was decided to sponsor Americanism Week between Lincoln and Washington birthdays in February.

* * *

On National Committees

The following members of the Dallas Junior Chamber have been appointed to important committees of the United States Junior Chamber: Jimmie Stewart, Americanism Committee; Edwin Greer, Christmas Activity Committee; Phil Kirchhaine, Government Competition with Private Business; James Hudson, Major Crime Committee; Herbert Bonney, Jr., Radio Committee.

* * *

Community Chest Drive

The Junior Chamber has just finished a cross-section survey of all the various agencies that are connected with the Community Chest. After visiting the various organizations that make up the Community Chest, the Chamber pledged its support and will take an active part in the solicitation of funds, having assumed sponsorship of Division B for the annual campaign.

* * *

Stag Party Success

The committee headed by George Mixon, that was responsible for the splendid evening of entertainment on October 18 was composed of Phil Kirchhaine, Bruce Walker, Herb Holcombe, Olin Turner, Ora Massey, Bob Olmsted, Andy Smith, Bob Harmon, Gene Collins, R. B. Rinehart, and Raymond Daniels.

Hardware Furniture Auto Accessories and Supplies Prestone

Felt Base Floor
Covering

We Carry a Complete Stock

Higginbotham-Pearlstone
Hardware Company
WHOLESALE
DALLAS

PORT OF BEAUMONT

"Where the Great East Texas Meets the Sea"

Our port is the gateway to the sea for Dallas, Fort Worth, Greenville, Sherman, Paris, Tyler, Marshall, Longview, Denison, Palestine, Jacksonville, Lufkin and all of East Texas and the Southwest.

To maintain closer connections and for the convenience of our patrons in the interior the Port of Beaumont maintains its Dallas office in the Cotton Exchange Building. Here shippers and receivers will receive courteous and prompt service. Your inquiries invited. Just telephone . . .

R. T. BEHANNON—2-7917

915 Cotton Exchange Building . . . Dallas

★ ★ ★

THE PORT COMMISSION

BEAUMONT, TEXAS

P. D. Renfro, Chairman; F. C. Dezendorf, Director

"Where the Great East Texas Meets the Sea"

Visit Our Store
for

Reasonably Priced Christmas Gifts

F. & W. Grand-Silver Stores
1623 Main Street

Personal Notes

Mack Hargrave, president, has been selected by Governor Allred to serve on the County Parole and Pardons Board.

Joseph Leopold, supervisor of public utilities, was the principal speaker at the press appreciation luncheon November 13.

New committees appointed include: Candidates night meeting, M. R. Bobbitt, chairman; Buster Hill, George Mixon, Andy Patton, Tom Peavy and Phil Kirchhaine; newsboys' Christmas tree, George Mixon, chairman; Hubert Langley, Hal Newman and Ora Massey.

J. Ben Critz, vice-president and general manager of the Dallas Chamber, was the speaker for the luncheon on November 6, discussing the activities of the Community Chest.

Judge King S. Williamson, at the October 30 luncheon, urged that the Jaycees co-operate in clearing up the traffic situation.

Mack Hargrave, president, has been appointed to serve on the National committee for conservation of natural resources, of which C. E. Clarke, Jr., Jacksonville, Fla., is chairman.

New Members

The following firms and individuals have been elected to membership in the Dallas Chamber of Commerce:

Herman Clary, 903 Magnolia Bldg.; C. A. Patterson. Trucking.

Ace Roofing & Supply Co., 3310 Swiss Ave.; W. G. Buster. Roofing and roofing supplies.

Burka Bagging Co., Inc., Thomas Bldg.; L. S. Stein. Bags and bagging and ties.

Standard Electric Co., Inc., 1601-3 Pacific Ave.; J. L. Watson. Battery manufacturers, wholesale and retail service.

Harley-Davidson Sales Co., 2932 Commerce St.; B. B. Pyeatt. Motorcycles.

Carpenter, Brooks & Carpenter, 808-12 Gulf States Bldg.; Thomas S. Carpenter. Attorneys.

Triangle Club, 1911½ Pacific Ave.; Abe L. Weinstein. Taxi dance.

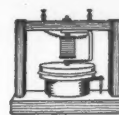
M. M. Bates Company, 602 Burt Bldg.; M. M. Bates. Broker-investments, U. S. bonded warehouse receipts.

Beaumont Port Commission, 915 Cotton Exchange Bldg.; R. T. Behannon. Port sales and promotion office.

Denison Studio, 1102½ Elm St.; J. C. Beal. Photographer.



The Standard Electric Company, Inc., of San Antonio, has established a sales and distributing branch at 1601-3 Pacific Ave., in charge of J. L. Watson, formerly a resident of Dallas. The company is one of the oldest and best known manufacturers of storage batteries in the State, marketing its line under the "Reliable" trade name. The Dallas branch will serve North Texas.



*The Original Bell
Telephone, 1876*

"Mr. Watson, come here!"

One evening 59 years ago in a Boston boarding house, Alexander Graham Bell sat down before a crude transmitter to try once again to project his voice over a wire to a room down the hall where his assistant, Thomas A. Watson, was listening. Neither expected success.

Bell was tired. He yawned and stretched. A sleeve button caught a wire connecting two batteries and pulled them over, spilling an acid solution on his trousers. Instinctively he called: "Mr. Watson, come here, I want you." An instant later, Watson, eyes bulging, burst open the door, not to save Bell's pants, but to cry, "Dr. Bell, I heard every word you said...distinctly!"

Thus occurred the first telephone conversation. From that day to this, no effort has been spared to increase the ease and convenience with which you may telephone anybody, anywhere, any time . . . or anybody may reach you.



In the Bell System, the American Telephone and Telegraph Company is the parent company, and operates the long distance lines connecting the 24 regional Bell companies. Bell Laboratories carries on the research work; Western Electric manufactures, purchases, and distributes.

**Southwestern Bell
Telephone Company**





STATEMENT OF CONDITION

At the Close of Business, November 1, 1935

ASSETS

Cash on Hand and Due from Banks	\$ 32,491,430.79
United States Securities Owned	25,001,801.98
Stock in Federal Reserve Bank	300,000.00
Other Stocks and Bonds	3,400,082.82
Loans and Discounts	39,772,165.39
Furniture and Fixtures	251,523.72
Real Estate and Banking House	2,465,016.06
Other Real Estate	1,227,407.74
	<u>\$104,909,428.50</u>

LIABILITIES

Capital Stock	\$ 8,000,000.00
Surplus Fund	2,060,000.00
Undivided Profits, Net	1,716,543.22
Reserved for Contingencies, Taxes, Etc.	576,962.33
Deposits—	
Individual	\$61,493,064.80
Banks and Bankers	28,133,788.07
U. S. Government	2,929,070.08
	<u>92,555,922.95</u>
	<u>\$104,909,428.50</u>

First National Bank
in Dallas

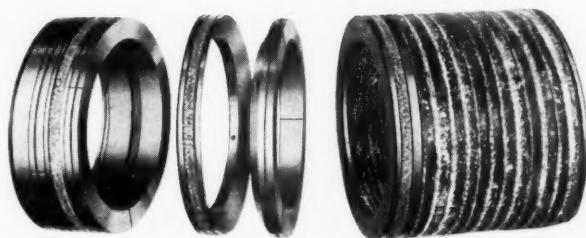
INDEX TO ADVERTISERS

Adleta Show Case & Fixture Mfg. Co.	25
Allen Building	21
Ambassador Hotel	30
American Beauty Cover Co.	22
Baker Hotel	26
Barrow, Wade, Guthrie & Co.	32
Baylor University Hospital	31
Beaumont Port Commission	33
Bowen Air Lines	21
Brown Cracker & Candy Co.	22
Cannon Ball Towel Supply Co.	30
Cargo, Hugh	23
Clarke & Courts	28
Commercial Factors of Texas	29
Cowser & Co.	30
Dallas Athletic Club Bldg.	21
Dallas County Abstract & Title Co.	21
Dallas Bank & Trust Co.	20
Dallas Gas Co.	6
Dallas Insurance Agents	2
Dallas Power & Light Co.	24
Dallas Transfer & Terminal Warehouse Co.	23
Ernst & Ernst	27
Ewing, S. L., Co.	26
Fakes & Co.	30
Fidelity Union Abstract & Title Co.	30
Fidelity Union Building	31
First National Bank in Dallas	34
Ford Motor Co.	36
Ginner & Miller Publishing Co., The	27
Graham-Brown Shoe Co.	30
Grand, F. & W., -Silver Store	33
Gray & Graham Co.	32
Harper-Standard Engraving Co.	3
Harpold, J. B.	31
Hart Furniture Co.	25
Hesse Envelope Co.	32
Hexter Title and Abstract Co.	21
Hicks, R. F., Co.	23
Higginbotham-Pearlstone Hdw. Co.	33
International Trucks	27
Interstate Fireproof Storage & Transfer Co.	28
Johnson, Jno. J.	23-26
Kress, S. H. & Co.	22
Liberty State Bank	25
Mercantile National Bank	29
Metropolitan Business College	30
Morgan Warehouse & Commercial Co.	28
Numerical Directory	23
National Bank of Commerce	20
Padgett Bros.	4
Pig Stands Co., Inc.	26
Republic Insurance Co.	24
Republic National Bank & Trust Co.	17
Roth Sign Co.	22
Saint Paul's Hospital	31
Southwestern Bell Telephone Co.	33
Southwestern Blue Print Co.	30
Spann Sanitarium	26
Spencer's Street Guide	22
Standard Fixture, Inc.	32
Stewart Office Supply	16
Stewart Title Guaranty Co.	26
Texacone Company	35
Wholesale Merchants Building	31

» » » » T H A N K S « « « «

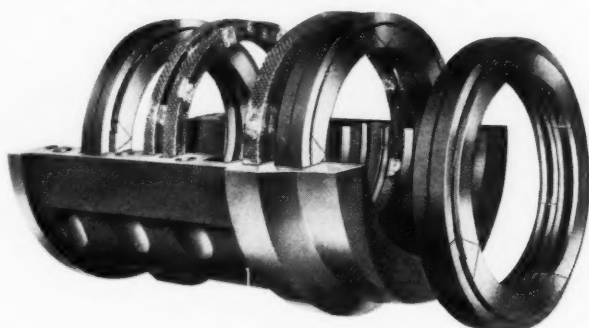
We wish to take this opportunity to thank our many customers for their liberal patronage during 1935, and to extend to them, and all of our other friends, best wishes for a happy and prosperous New Year.

THE FIRST TRADE MARK OF ITS KIND



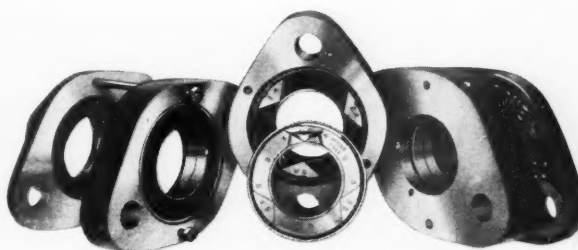
DESIGN PBX PACKING

This design has a break-down structure that is particularly suited for mixtures of liquids and gasses of any chemical constituency. It is designed for use on plungers and rods of all types.



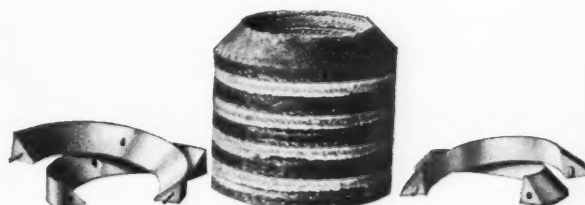
EXTINGUISHER TYPE POWER-END PACKING

A split case of power-end packing for double-acting gas engines, using King-Wheeler Packing Rings, is shown above. Texacone Screen Assemblies are placed between the packing ring pairs to reduce the temperature of any trapped gasses.



TEXACONE METALLIC PACKING FOR COMPRESSORS

The rings and cages, shown above, are so arranged that the inner rings lift from the rods on rise of pressure to reduce the pressure, yet when the compressor is idle they are so built that the joints are almost sealed tight.



TEXACONE ACCORDION PACKING RINGS

The above illustration shows a set of Texacone Accordion Packing Rings with Adapters. These rings are made in all sizes and shapes. They are also made suitable for any chemical condition, and for a wide range of temperatures and pressures.

WRITE FOR TECHNICAL BULLETIN NO. 390

THE TEXACONE COMPANY

INCORPORATED IN TEXAS

MANUFACTURERS OF
High Pressure Packing
and Specialties
DALLAS, TEXAS

Eastern Address: 5427 Grand River Avenue, Detroit, Michigan.

Pacific Coast Address: 923 E. Third St., Los Angeles, California.



Now try this even greater 1936 Ford V-8 Truck ON YOUR JOB

THOUSANDS of truck owners have *already proved* that Ford V-8 performance is something *every* truck owner should know. *High* all-round standards of performance, with new standards of *low* all-round cost, have put this truck in a class by itself. Today, test Ford V-8 value, at its greatest in the 1936 truck, over *your* routes, with *your* loads and driver. There's no obligation. Just ask your Ford dealer.

AUTHORIZED FORD DEALERS

\$500

AND UP, F. O. B.
DETROIT

Easy terms through Universal Credit Co., the Authorized Ford Finance Plan.

ONLY THE FORD V-8 TRUCK HAS ALL THESE IMPORTANT FEATURES

80 HORSEPOWER V-8 ENGINE—down-draft carburetion—exhaust valve seat inserts—improved crankcase ventilation.

IMPROVED COOLING—with larger 19-in. fan—exhaust type hood louvers—radiator of flat tube and fin construction.

STRONGER FULL-FLOATING REAR AXLE—heavier shafts, new cone locks between shaft bolts and wheel hub.

FULL TORQUE-TUBE DRIVE—with radius rods for positive axle and wheel alignments, longer tire wear, surer braking.

NEW OIL-SEALED MULTIPLE ROLLER BEARINGS for universal joints.

IMPROVED STEERING and greater stability of front end construction.

HEAVY DUTY CLUTCH—centriforce action increases capacity 100% at high engine speeds—pedal pressure reduced 25% at starting and shifting speeds.

RIB-COOLED BRAKES—self-centering shoes, reinforced cast alloy drums.

COUPE-TYPE CAB—insulated and lined—seat adjustable to 3 positions.

EXTRA HEAVY DUTY FRAME—high carbon pressed steel, with full channel depth cross members.

CORRECT LOAD DISTRIBUTION—more room in cab—more loading space ahead of rear axle.

GREATLY REDUCED MAINTENANCE—low cost engine and parts exchange plan.

